BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 13 WASHINGTON, D. C., SEPTEMBER 29, 1941 $5.00 A YEAR—15c A COPY

New Industry Association Started by NIB

Chicago Convention Sets Up Machinery; 200 Broadcasters Offer Support

MACHINERY to provide the basis for establishment of another all-inclusive trade association, horizontally competitive with NAB save for its complete divorcement from the networks, was set in motion last Monday and Tuesday in Chicago at a special convention of National Independent Broadcasters.

With some 200 broadcasters—most of them NAB members—present, the convention unanimously adopted a far-reaching resolution authorizing a new organization structure, with duly elected representatives from each State and Territory to convene not later than Nov. 15 to perfect the plan. Meanwhile, existing officers will serve, with Harold A. Lafount continuing as president.

Pushed by Fly

Action came after FCC Chairman James Lawrence Fly, in the keynote speech, urged NIB to "take a real interest and have a real "voice" in matters of common concern, and to avoid the "tendency toward monopoly." Action came, too, after several prominent broadcasters had voiced disapproval of the status quo, and had imputed "network domination" of the NAB.

Many of the broadcasters who attended, accepting the NIB's wide-open invitation, frankly admitted they were simply looking around. There was nothing approaching proportions of blanket resignations from NAB, though it was freely stated that if the right sort of leadership was manifested in NIB, and if its policies appeared wholesome, it could win preponderant industry favor.

The scope of the reorganization resolution, which among other things eliminates the requirement that members of NIB be members of NAB, gives individual broadcasters an opportunity to explore the entire field, it was pointed out. The basic format for the organization had been suggested by Ed Craney, KGIR, Butte, who resigned from NAB several months ago over differences with NAB President Neville Miller on purported network domination and because of the now celebrated controversy with Chairman Fly which broke at the NAB convention in St. Louis last May.

In essence, the reorganization plan proposes a return to the principle of trade association operation that prevailed on the NAB prior to the 1938 reorganization which resulted in retention of Mr. Miller as the industry's first paid president. There would be a managing director as the chief executive officer, with president, first vice-president, second vice-president, secretary and treasurer elected from among active broadcasters. These would serve as the board of directors.

Loucks Consulted

Some significance attached to the fact that three members of the 1938 NAB reorganization committee—Craney, Edward A. Allen, WLVA, Lynchburg, and Walter J. Damm, WTMJ, Milwaukee—participated in the drafting of the NIB reorganization plan. Philip G. Loucks, NAB managing director from 1930 to 1935, and counsel for the 1938 NAB reorganization, also was in Chicago and, it is understood, had been consulted.

Among others at the convention were such men as Leo J. Fitzpatrick, WJR, Detroit, former NAB president; NAB Directors O. L. Taylor, KGNC, Amarillo; Gene O'Fallon, KFEL, Denver; John Fetzer, WKZO, Kalamazoo; Herb Hollister, KANS, Wichita, Kan., and such former directors as John Patt, WGAR, Cleveland; Arthur B. Church, KMBC, Kansas City; T. W. Symons Jr., KFPY, Spokane; H. K. Carpenter, WHK, Cleveland; Ralph R. Brunton, KJBS, San Francisco; Stanley Hubbard, KSTP, St. Paul; Don Searle, KOIL-KFAB, Omaha-Lincoln; I. R. Lounsberry, WGR-WKBW, Buffalo; Gene Dyer, WGES, Chicago; W. J. Scripps, WWJ, Detroit, and George B. Storer, Fort Industry president. Attending also was Edwin M. Kirby, chief of the Army Radio Branch, and NAB public relations director on leave.

Under the reorganization plan there would be selected representatives from each of the States and Territories to serve as a sort of legislative-strategy committee. It could be called together by the managing director, the board, or by a vote of 25% of its own membership. [See text of resolution on this page.]

Indicative of the trend of thought on the broadcasters was a series of resolutions adopted at the closing session Tuesday, drafted by a committee made up of NIB members and non-members alike. Covering a wide field, these pronouncements followed the unrestrained discussion on copyright, the national defense situation, the FCC's regulatory moves, and, in fact, the whole gamut of industry affairs.

ASCAP Resolution

Just prior to adjournment Tuesday, the convention adopted a resolution, offered from the floor by H. W. Slavick, WMC, Memphis, opposing the negotiations between the networks and ASCAP on new copyright contracts, primarily because of the affiliate station rebate requirement. Other resolutions adopted in effect recited:

1. That inasmuch as the industry is not subsidized directly or indirectly by the national Government and since it renders valuable service without compensation to the Government for which services other industries are paid directly or by subsidy, and since it is bearing its full share of the tax burden, the industry therefore should not be subjected to special taxes.

2. That since there are grave doubts that the proposed licenses on a per-use basis proffered by

Resolution for NIB Reorganization

FOLLOWING is the text of the resolution unanimously adopted by the NIB convention in Chicago last Tuesday, establishing the basis for reorganization of the trade group as a full-scale trade association:

WHEREAS the plan of organization of NIB adopted in Chicago Sept. 15, 1939, contains certain restrictions limiting its membership and the activities of this organization and

WHEREAS it is the consensus of opinion of your committee that the membership and activities of this association be broadened,

AND WHEREAS this organization believes in the principle of the American System of Broadcasting,

THEREFORE BE IT RESOLVED

That the purpose of this organization shall be for the furtherance of the American System of Broadcasting by the continuance of independent ownership and operation of the broadcasting stations of this country in the interest of the peoples of these United States. That to do this we of this committee recommend the following:

1. That membership in NIB is not contingent upon membership in any other organization.

2. That the membership be limited to independently owned and operated stations not owned (in whole or in part) managed, controlled or operated by a national network.

3. That the organization shall be an incorporated non-profit association.

4. That each station shall have but one vote and that the vote of each station shall be cast only by a duly qualified owner, officer or qualified person with full power of attorney to act for said station.

5. That the full power to act rests in the hands of the membership. That to expedite action and make the workings of this organization more efficient and flexible a representative be selected from the membership by the members of each State, Territory, Possession and District of Columbia at a meeting held in each respective State, Territory, Possession and District of Columbia, that first and second alternates be likewise selected to act in the absence of, or inability of such representative to serve, that this group of representatives have the power to select officers, directors and personnel necessary for the efficient operation of the Association; that the officers be president, first vice-president, second vice-president, secretary, treasurer, and that they shall act as the directors of said association.

6. That it is further recommended a managing director be selected to manage the affairs of the organization, that among other duties the managing director shall have power to call a meeting of the board of directors or a meeting of the representatives. Likewise that a majority of the board of directors shall have the power to call a meeting of the representatives, or that 25% of the membership of the representatives may call such meeting.

7. That the present basis of dues shall remain in force and effect until this plan of reorganization is in operation.

8. That the present officers be asked to make this plan effective and to serve until a meeting of the representatives can be convened.

9. That such committee of representatives be convened not later than Nov. 15, 1941.

ASCAP and BMI meet the spirit and intent of the consent decrees, the Department of Justice be urged to take all necessary and appropriate steps to compel strict compliance.

3. That NIB expects BMI to develop a workable per-program and per-piece contract which will not contain such onerous reporting requirements as to force acceptance of a blanket contract, and also to provide an alternate blanket license agreement; and that NIB also expects BMI to continue to be operated for the benefit of the industry and of the individual stations which have contributed to its creation, its finances and its success.

Superpower Opposed

4. That after deliberate consideration, the association feels that the granting of superpower in excess of 50,000 watts would not be in the interest of public defense, is economically unsound, and would impair the effectiveness of service now being presented by various governmental agencies over existing facilities.

5. That the FCC be requested to give due consideration to the economics of broadcasting in all applications for new stations.

6. That steps be taken to expedite and secure priority ratings which will enable stations to obtain equipment necessary to furnish proper broadcast service to the public.

7. That NIB bylaws be amended to eliminate the requirement of NAB membership as a condition precedent to NIB membership.

8. That NIB is cognizant of the problems of the FCC and expresses its appreciation of the services of Chairman Fly and other members of the FCC on behalf of the broadcasting industry.

9. That the NIB, in recognition of the national emergency proclaimed by the President of the United States, pledges its combined and ever-vigorous support and cooperation in the national defense program.

A resolution proposing that additional frequencies be designated for local station use, as a means of alleviating local channel interference, was temporarily tabled. The proposal had been advanced by Mr. Allen, who cited the serious problem resulting from more or less indiscriminate licensing of local stations by the FCC, resulting in sharp curtailment of service of old channel occupants.

Fly's Prodding

Action on the reorganization proposal did not come until the convention had heard Mr. Fly's address as well as that of Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps Area on radio and national defense. President Lafount, who had served notice this would be his last term, launched the general discussion following the principal addresses, and the reorganization movement promptly erupted, but with arguments on both sides.

ALL ABOUT BMI, and possibly the newspaper divorcement inquiry, must have animated this conversation with Sydney M. Kaye, BMI vice-president and general counsel, and associate counsel of the Newspaper Radio Committee (center). Left to right: Walter Koessler, WROK, Rockford, Ill.; John F. Patt, WGAR, Cleveland; Mr. Kaye; James F. Hopkins, WJBK, Detroit; William A. Alfs, WJR, Detroit.

Text of Chairman Fly's NIB convention address will be found on page 22. Registration list will be found on page 28.

It was Chairman Fly's address [see full text on page 22] that provided the springboard for action. Long at sword's points with NAB and the major networks over industry affairs, he made no bones in his address about "independent action" and the need for avoidance of "monopoly." He inferred he would be around to address the 1942 NIB convention.

Chairman Fly repeatedly held out the olive branch to the independents in his address. He denied the FCC was antagonistic to the industry, but said a "weeding out of monopolistic tendencies in broadcasting is a prime requisite if you are to remain undisturbed in your ownership and operation of American broadcast stations."

He warned that, while American radio has been relatively immune from attacks of the nature now directed against the motion picture industry on propaganda, the only assurance that this immunity will continue will come through "decentralization" of control.

Citing the three current Commission proceedings—chain monopoly regulations, multiple ownership in the same community and the newspaper divorcement proceedings—Mr. Fly pegged the status of each. On the chain regulations, he charged that the networks were unable to agree among themselves even on the question of option time. The multiple ownership issue is now under adjudication and therefore could not be discussed, he declared.

Newspaper Surprise

The surprise came in his statement on the newspaper divorcement issue. He said the investigation is concerned primarily with grants of FM licenses to newspapers, since in the FM field the number of newspaper applicants has made the problem acute. "In the event any measures or recommendations grow out of the investigation—and on that I express no judgment—they will not be concerned with existing licenses, but rather to future acquisitions," he asserted.

This appeared a departure from what had clearly been inferred as an overall inquiry into the propriety of newspaper ownership of standard as well as FM stations, affecting existing licenses as well as new acquisitions since the law does not distinguish between old or new licensees.

After Chairman Fly had completed his prepared address, he invited questions from the floor. He had been greeted with rising applause, in contrast to the situation that prevailed at the NAB convention in St. Louis, when the complete rupture in Fly-NAB relations developed.

J. Fred Hopkins, WJBK, Detroit, asked about the superpower outlook, inquiring whether that wouldn't in itself be a trend toward monopoly. Mr. Fly said this question could not be answered, but observed the monopoly question was present and a "considerable factor" in the picture. He said he was not sure whether 500,000 watts power would be authorized, though in some areas, from the national defense standpoint, "we might have to provide service in the vast areas now unserved."

"We want you to keep your shirts on about superpower and we'll try to do the same," he said.

A series of questions concerning interference of Mexican stations (write the FCC, Mr. Fly recommended); lack of available telephone lines because of defense requirements, use of radio relay substitutes and similar procedural matters, were hurled at the chairman, and drew detailed response.

Up to the Industry

Getting down to organization matters during the afternoon session Monday, Mr. Lafount pointed out the NIB had less than 75 paying members. The meeting was called at the request of broadcasters, he said, and it was up to them to decide on the future course. He disclaimed any intention of fostering a rump movement, or a breakaway from the NAB, but said the need for an independent organization in these critical times is apparent.

He observed that some of the NAB directors were present, and that they were welcome to the meeting. His only suggestion was that the organization, whether kept intact or expanded, should preclude

(Continued on page 74)

Cross-Section of Attendance at NIB Convention

NIB Opposes Network ASCAP Rebates

Society Confesses Defeat in Fight With Radio

CULMINATING an all-day discussion of music copyright performance the special convention of the NIB in Chicago last Tuesday unanimously adopted a resolution expressing opposition to negotiations between the major networks and ASCAP for return of the Society's repertoire to the air, essentially because of the affiliated station rebate requirement.

Action came after the convention had heard an admission by ASCAP that it had been "licked" in its fight with radio; unqualified commitment by BMI that it will continue as a strong competitive force in music, and a promise from the Department of Justice that it will zealously enforce provisions of its consent decree. These conclusions highlighted a copyright seminar in which representatives of virtually all of the performing rights societies licensing radio told their stories.

Text of Resolution

Adoption of the resolution constituted one of the final acts of the convention. It was offered by H. W. Slavick, WMC, Memphis.

The revised and final text of the resolution follows:

WHEREAS the principle of "clearance at the source" of music licenses by networks contemplates that the payment of license fees is the responsibility of the network; and

WHEREAS the consent decrees entered into with the United States by ASCAP and BMI established the principle of "clearance at the source"; and

WHEREAS the charging back to affiliated stations by the networks of any portion of the license fees payable under such network licenses, though not prohibited by such consent decrees, is contrary to and circumvents the spirit and intent of the principle of "clearance at the source"

THEREFORE BE IT RESOLVED by National Independent Broadcasters that it is opposed to any negotiations by the networks which have been or may be based upon the intention of requiring affiliated stations to rebate to the networks a portion of the network license fees.

RESOLVED FURTHER that a copy of this resolution be transmitted to each of the networks and to the National Association of Broadcasters.

The nearly 200 broadcasters had heard a detailed analysis of the proposed ASCAP contracts from John G. Paine, general manager, as well as discussions of other aspects of copyright performance from such figures as Victor O. Waters, special assistant to the Attorney General in charge of copyright and music activities; Sydney M. Kaye, vice-president and general counsel of BMI; Carl Haverlin, BMI station relations director; Leonard Callahan, SESAC general counsel; Robert S. Keller, AMP executive. There ensued a free-for-all discussion hailed as the healthiest exposition on music performance in radio annals.

Paine's Analysis

While there was no poll of convention sentiment—aside from that expressed in the resolution—on acceptance of the ASCAP contract offer, based on terms evolved with the major networks, the undercurrent appeared to be that of making haste slowly.

Though Mr. Paine entered a long discourse of contract terms and was plied with questions regarding its provisions, most broadcasters nevertheless privately reflected the view that they preferred to examine the contracts closely, with benefit of counsel, before committing themselves. Copies of the contracts were not available at the convention.

Fear that NBC and CBS would drop their support of BMI, once ASCAP music again becomes available, was quickly allayed by Mr. Kaye. He told the convention that both of the networks definitely had pledged themselves to full range support of BMI for the nine-year duration of the proposed ASCAP contracts with the only condition that BMI have the support of the rest of the industry.

If Mr. Paine had anticipated facing a hostile audience, he was disappointed. After having been given a rousing reception, Mr. Paine extemporaneously outlined the nature of the five contracts drafted covering various combinations of sustaining and commercial licenses. [BROADCASTING, Sept. 15].

Cut to the Quick

Mr. Paine prefaced his analysis with an expression of wonder over hatreds that have been stirred up by the copyright controversy. Declaring ASCAP is "terribly hurt", he said he could not understand why the mere mention of his organization provoked prejudices among broadcasters and resulted in such "shabby treatment."

Harking back to the events of last year, which culminated in the dropping of ASCAP music by practically all the industry, Mr. Paine said he was not one of those who believed there would be a tremendous public protest. He felt, however, that there had been a decrease in listening audience.

With ASCAP's admission of defeat, Mr. Paine said the only thing left to be determined is the basis under which all radio again can use ASCAP's music. At the outset of the fight, he said the industry and ASCAP were far apart but now they are almost together.

He admonished broadcasters that ASCAP now is operating within the confines of a consent decree and had to be guided by its terms. ASCAP, he said, regards the decree as "fair and equitable."

The Five Contracts

Mr. Paine, in substance, defined the five available forms of contract as follows:

1. Overriding chain contract, with clearance at the source, on a blanket basis. Chains pay to ASCAP 2¾% of net amount received for sponsored programs. Chains deduct frequency and time discounts and also 15% agency commission. From that net figure they then subtract wire charges to connect network stations, and a 15% overriding sales commission.

2. Sustaining service whereby chains pay to ASCAP a flat fee of $200 annually per station.

3. M & O station contract with chains covering alternative per program and blanket license methods, interchangeable at the will of stations [BROADCASTING, Sept. 15].

Sustaining Fees

4. Blanket contract with staggered sustaining fee of $1 per month for stations with net business of less than $50,000; an amount equal to the station's highest quarter-hour rate for stations with net business between $50,000 and $150,000; an amount equivalent to the highest half-hour rate for stations with net business of more than $150,000. On blanket commercial contract stations will pay 2¼% of their net income arrived at by deduction of frequency discounts and advertising agency commissions, if any, not to exceed 15%. Also agreed to allow all stations an additional 15% to cover extraordinary expenses. He estimated this would amount to 1.9% instead of 2¼%.

5. Per-program commercial license payment of 8% on receipts following deduction of frequency, advertising agency, and 15% override commission, and of 2% of net receipts on programs using music for incidental or background purposes. Sustaining fee at no time

(*Continued on page 64*)

FUN AT ARMY MANEUVERS

Capt. Oldfield Evades Capture When WSM Comes To the Rescue—Reluctant Bomber

COVERAGE of the big Army maneuvers in Louisiana continued last week, with announcers and engineers handicaped by capture, weather and technical difficulties. Despite these obstacles, radio brought to the world thorough coverage of the nation's largest peacetime maneuvers.

The crew of WSM, Nashville, saved the entire radio staff of the Second Army from capture. After having been in the hands of the enemy a few days prior, Capt. Barney Oldfield and the entire personnel of the Second Army Radio Division found itself a nice air-conditioned studio at Louisiana State Normal.

The staff checked with G-2 and was assured the excellent quarters would be safe for some days. Equipment was set up and the section went to work. However, the Third Army surrounded Natchitoces, where the Second was headquartered, and the only transportation available were the trailer, station wagon and sedan of WSM, Nashville. By driving all night around enemy lines, the personnel and equipment were evacuated without a single capture.

Inter-Army Cue

CBS coverage, in charge of Bill Slocum Jr., special events director, involved some ingenious operations. Eric Sevareid, covering the Blue Third Army and John Charles Daly, assigned to the Second Red Army, kept in touch with each other over a cue circuit without giving away secrets of their respective armies. Sevareid headquartered in a small, hot room in Lake Charles, using Army blankets on the walls as sound deadeners. The microphone was set on a rough pine table. Engineer Gene Rider had his equipment on another table.

Slocum set his stopwatch by a time signal sent to him at 2:15 p.m. by WWL, CBS New Orleans affiliate. WWL served as clearance base for the Army games and special forms were arranged to be used in conjunction with aircraft warning signals.

One of the nightmarish experiences of the coverage occurred when a CBS broadcast was arranged from an Army B-18 medium bomber, Syd Bergere installed his equipment in the plane, connected batteries and coiled aerial on its reel, but a motor on the bomber refused to work. After an hour of delay, Bergere unloaded his equipment and moved it in another bomber within 23 minutes.

No pilot could be found until five minutes before the program was to go on the air. John Charles Daly sprinted to the plane which took off without time for a test. When Daly was cued in, nothing happened for five long seconds. Finally his voice came through after the aerial reel reluctantly unwound and the program went off as though nothing had happened.

KDKA, WBAL TO GET NBC-RED WELCOME

TWO SPECIAL programs will welcome KDKA, Pittsburgh, and WBAL, Baltimore, to the NBC-Red network on Oct. 5. Both 50,000-watt stations are now on the Blue but are changing over to the Red Oct. 1.

KDKA will be saluted 1-1:30 p.m. with Frank Mullen, vice-president and general manager of NBC, welcoming the station to the Red. Roy Shields and orchestra from NBC, Chicago, the KDKA orchestra, Bernie Armstrong's Orchestra and a 16-voice ensemble will be on the program.

The WBAL salute will be 2-2:30 p.m., and the program will include Charles Dant and orchestra with Martha Tilton from NBC, Hollywood, the WBAL orchestra and the Baltimore & Ohio Glee Club.

Some of the Red accounts have made special recordings using their stars, the records to be used as spot announcements over the stations to inform the audience they will be heard Oct. 1 on WBAL and KDKA.

Under the new lineup in Pittsburgh, KQV becomes the Blue network outlet, WCAE, formerly a Red station goes to MBS. Only stations not affected are WJAS, the CBS outlet, and WWSW, unaffiliated.

MBS Anniversary

SEVENTH ANNIVERSARY of MBS will be commemorated by a special broadcast Oct. 2, 9:15-10 p.m., featuring salutes from six key stations, WGN, WOR, WGR, KHJ, WCAE and WFBR, in that order. During the 45-minute broadcast, Alfred Wallenstein's orchestra will play from WOR, Bob Trendler's band and comedians Tom, Dick and Harry will be presented from WGN, Dave Rose's music from KHJ, a variety show from WCAE, and a miniature musical comedy production with Dave Cheskin's orchestra from WGR. Station executives Leonard Kapner of WCAE, Hope Barroll of WFBR, and I. R. Lounsberry of WGR will speak briefly.

Soup Spots Placed

SKINNER & EDDY Corp., Seattle (Minute Man Soup Mix), on Sept. 22 started a 13-week campaign of participations 3-6 times weekly on the following programs: *Martha Deane*, WOR, New York; *Fred Jeske*, WSYR, Syracuse; *Yawn Patrol*, WWJ, Detroit; *Laura Stuart*, WHAM, Rochester, and the *Marjorie Mills* program on Yankee Network. At the termination of the last-named contract, company will begin participations on *Yankee Network News*. Agency is J. M. Mathes Inc., New York.

Street & Smith Drive

STREET & SMITH PUB., New Yor (*Pioneer Picture Stories* and *Trail Blazers* magazines), is planning a campaign of announcements and participations, 3 to 25 times weekly, on stations in New York City, to get under way the early part of October. Agency is Victor Van der Linde Adv. Agency, New York.

In the Red

FOR WEEKS KDKA, Pittsburgh has been advertising by all means at its command that fact that it would soon become a Red network outlet of NBC, switching from the Blue. A week before the move, KDKA received a postcard from a listener saying: "Have heard your announcements about being a Red Network station after Oct. 1. I'm certainly sorry to hear that you're going off the air after 21 years of broadcasting, and want to offer my sincere sympathies."

Joint Promotion Scheme Promotes Fitch Program And Columbia Records

F. W. FITCH Co., Des Moines, and Columbia Recording Corp., New York, are embarking on a joint promotion campaign, whereby the *Fitch Band Wagon*, company's Sunday evening program on NBC-Red, which presents a different guest band each week, will feature tunes recorded by those bands for CRC, which in turn will promote the tie-up and these "Fitch Band Wagon Special Tunes" in its advertising and promotion to the record dealers and to the public.

Tunes recorded by each band will be held exclusively for that band until the *Band Wagon* broadcast, when the records will be released to dealers, each labeled as a "Band Wagon Special".

Series will start with the Eddy Duchin broadcast on Oct. 5 and will subsequently present Harry James, Horace Heidt, Kay Keyser and other CRC recording bands. CRC will play up the Fitch broadcasts, giving time and network, in its advertising and the broadcasts will mention the bands' affiliation with the recording firm.

Deal was worked out by E. G. Naeckel of L. W. Ramsey Co., Davenport, Fitch agency; Maurie Lipsey of Music Corp. of America, and Pat Dolan, advertising manager of CRC. Commenting on the tie-up, Mr. Dolan said: "We figure this is a natural. The *Fitch Band Wagon* with one of the highest Crossleys on the air has an audience that is naturally interested in records. Many Fitch bands are our bands. The people who listen to them on the Fitch show want to know about their latest records. As far as we are concerned, the selfsame people reached by our promotion are the same audience that Fitch wants and has. We are giving them a little more intense coverage among record buyers."

Carey Salt Spots

CAREY SALT Co., Hutchinson, Kan. (table salt), has started a varied schedule of local programs on KFH KMBC KMA KSAL WIBW KFBI KFEQ KMMJ KFAB KLZ KSO WMT WNAX WOWO KGNC. McJunkin Adv. Co., Chicago, is agency.

AN ENTIRELY automatic wind machine, which can whip up anything from a gentle zephyr to a howling gale with the twist of a switch, has been developed by the WOR, New York, sound effects department.

John P. Devaney 1882-1941

ONLY A FEW days after he had announced his candidacy for the United States Senate [BROADCASTING, Sept. 22], Judge John Patrick Devaney of Minneapolis, former chief justice of the Minnesota Supreme Court and chief owner of WLOL, Minneapolis, died in Milwaukee Sept. 21 at the age of 59. Death was caused by a cerebral hemorrhage.

Judge Devaney was on his way to Washington and had stopped over in Milwaukee for a caucus of Democratic committeemen. President Roosevelt had appointed him in 1940 to a special emergency board to settle labor disputes. He was a member of the American Judicature Society, the American and Minnesota Bar Associations, Phi Gamma Delta, Delta Sigma Rho and Knights of Columbus.

Although a Democrat, Judge Devaney was a close friend and political advisor to the late Gov. Floyd B. Olsen, Farmer-Laborite. Gov. Olsen appointed him to the Minnesota chief justiceship in 1933 to fill a vacancy, and later that year he was elected to the post. He retired in February, 1937, to resume the practice of law. In 1939 he and a group of associates, including W. A. Steffes, theatre man, applied for a new regional station in Minneapolis, and this was granted in January, 1940, going on the air the following June as WLOL. Later in the year there was a sale of stock whereby he retained 52%, and Charles and David Winton, prominent lumberman, acquired 48%.

At a recent meeting of the State's Young Democrats, he announced he would be a candidate for the U. S. Senate, supporting Roosevelt policies and running against Joseph Ball, Republican incumbent whom Gov. Harold Stassen had appointed to fill the unexpired term of the late Senator Lundeen, Farmer-Laborite.

He is survived by his widow and a son, Patrick.

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs) has started five transcribed spot announcements weekly on about 15 Canadian stations. Cockfield Brown & Co., Toronto, placed the account.

Colgate Revamps Promotional Staff

McKay, Longstreth and Keller Resign Their Positions

A CHANGE in the advertising organization and policy of Colgate-Palmolive-Peet Co., one of the largest users of radio to advertise its soaps, shaving creams, shampoos and dentrifices, was presaged last week by the resignations of Hugh McKay, advertising director; Edword Longstreth, director of radio, and Harry Keller, public relations manager.

Mr. Keller was also head of Broadcast Associates, organization established to handle all publicity for the company, which has been closed. Each of the three agencies placing advertising for the company will henceforth handle publicity for the radio programs under its management, it was stated.

Heavy User of Radio

Reported to spend more than $10,000,000 annually in various media, C-P-P last year expended more than $4,000,000 for network time alone, making it one of the first five network clients. Company's advertising is divided as follows: Ted Bates Inc., New York, Colgate Dental Cream, Octagon Soap, Klek, Palmolive Shave and Brushless Creams; Sherman & Marquette, Chicago, Colgate Brushless Creams, Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap and Toiletries Concentrated Super Suds, Crystal White Laundry Soap; Ward Wheelock Co., Philadelphia, Palmolive Soap and Vel Soapless Suds.

Company has as yet appointed no successors for any of the vacated positions. It is understood the positions of radio director and public relations manager will be discontinued and that a new advertising director will be named within the near future.

Fisheries on Coast

SOUTHCOAST FISHERIES Inc., Wilmington, Cal. (Top Form cat food), in a two-week campaign which starts Sept. 29, will use a varied schedule of participation in a number of West Coast shows. List includes *Art Baker's Notebook*, *Mirandy's Garden Patch* and *California Home* on KFI, Los Angeles; *Andy & Virginia* on KMPC, Beverly Hills, Cal.; *Your Food Is Your Fortune* on KJBS, San Francisco; *International Kitchen* on KPO and *Home Forum* on KGO, both of that city; *Kathryn's Kitchen* on KFBK, Sacramento, Cal.; *Newspaper of the Air* and *Hello Again* on KOIN, and *Charming We Live* on KEX, both of Portland, Ore. Barton A. Stebbins Adv., Los Angeles, has the account.

NEW YORK LAUNDRYMEN'S ASSN. new to radio, starting Sept. 2, will sponsor a series of news programs featuring AP news, Monday, Wednesday and Friday, 11:30-11:45 a.m., on WMCA, New York. Bob Harris of the WMCA staff is newscaster. Agency is Furman & Feiner, New York.

Nets Set to Submit ASCAP Contracts

Final Terms Given Society Board Approval

WITH ASCAP chafing to compose its differences with the broadcasting industry and have its music restored to the air as quickly as possible, NBC and CBS worked feverishly last weekend to inform their affiliates of the scope of the contracts. As BROADCASTING went to press Friday, NBC said it would have the contracts, together with a covering letter, in the mails to all of its affiliates within 24 hours, and CBS hoped to complete a similar job over the weekend.

Action, expected daily for weeks but repeatedly delayed because of difficulties in putting the agreements into language satisfactory to attorneys of the networks and ASCAP, followed a meeting of the ASCAP board of directors Thursday, at which time the board approved the contracts in their final form.

Football Ruling

The ASCAP board also voted to give a waiver on all collegiate music for all broadcasts of football games on Sept. 27 on any station or network. This action came as a temporary reprieve to broadcasters who had been constructing soundproof booths at their local football gridirons to shut off any unlicensed ASCAP tune and to advertisers who, having contracted to sponsor broadcasts of the football matches, have been worried over the prospect of having to eliminate much of the color from their broadcasts for fear of infringement suits.

Earlier in the week, CBS had stated that pending an agreement with ASCAP, all of its football broadcasts would be made from soundproof booths, with interviews and comment broadcast from the booths between halves and no music picked up. NBC delayed action.

N. W. Ayer, agency in charge of the Atlantic Refining Co. sponsorship of football broadcasts on 83 stations throughout the eastern territory in which this company distributes its gasoline and motor oils, had frankly admitted that the music situation was a headache and that it was proceeding on a game-to-game, week-to-week basis in hope of a general settlement before the end of the season. Its broadcasts on the CBS New England network, the agency said, would be made from closed booths in conformity with CBS rules.

With other stations, however, the agency was endeavoring to work out the best solutions possible, clearing all the school songs of the competing colleges where that could be done and attempting to limit the bands to music which could be cleared where it was impossible to get complete clearance. "We don't care about licenses if the situation can be worked out without them," an agency executive stated, "but we do care about putting on as colorful and entertaining broadcasts as possible and we don't like the idea of cutting out all music and broadcasting from a closed booth except where that is the only way we can broadcast the games at all."

Up to Affiliates

Immediately following the ASCAP board's approval of the contracts, the printers, who had the documents in type, were ordered to start the presses for delivery to the networks the following day. ASCAP itself intends to send out no contracts to stations until the network contracts have been signed. It was explained that if ASCAP sends a contract to a station that act constitutes an offer, and should the networks fail to sign this agreement, ASCAP would, if it had sent contracts out, find itself obligated to reduce its income from stations already licensed under the terms of the agreement concluded with MBS last spring.

NBC and CBS, as has been frequently explained, have said they would not accept the contracts with ASCAP until the great majority of their affiliated stations have shown their desire to have ASCAP music back on the networks by agreeing to rebate to the networks 2¾% of the sums they receive for network commercial programs as the stations share of the networks payments to ASCAP. Armed with the endorsements of both the IRNA and NAB executive committees, network executives have expressed confidence that these agreements would be forthcoming without much delay.

Against this optimistic outlook, however, was the action of some 200 broadcasters—many of them network affiliates — attending the NIB convention in Chicago early last week, expressing disapproval of the contract because of its rebate provisions.

Precisely what effect this would have on ratification of the agreements by the networks remained to be seen. Action at the NIB convention came after broadcasters had heard a detailed explanation of the contracts from John G. Paine, ASCAP general manager (see page 9).

Although acceptance of the contracts would result in the end of the conflict between broadcasters and ASCAP, with ASCAP dropping any legal actions for infringements by broadcasters since the first of the year, the rivalry between ASCAP and BMI as competitive sources of music will continue unabated. Indeed, competition between these two organizations may be expected to increase, as BMI finds itself no longer the sole purveyor of music to most of the broadcasting industry, but faced with the necessity of presenting its tunes in competition with those of the ASCAP members.

One advantage BMI holds is that the broadcasters, as BMI stockholders, will naturally favor its merchandise. Another is that many band leaders during the music war have set up their own publishing companies whose output is licensed through BMI and these leaders will continue to plug their own tunes regardless of all arguments and pleas advanced by the song pluggers of ASCAP publishers. But by and large the quality and popularity of the music will determine its use, without reference to the organization through which it is licensed.

Action in Marks Suit

The test suit brought against ASCAP by BMI and Edward B. Music Corp. to determine whether music performing rights are owned by the composer or the publisher progressed another step last week when Justice Aaron Steuer of the New York Supreme Court denied ASCAP's motion to have BMI eliminated as a plaintiff in the suit. Decision was handed down Sept. 25 and ASCAP is expected to file an answer within 10 days with the possibility that the question may reach a decision this fall.

As a result of this ruling, BMI stated, "ASCAP will be forced to meet an issue which it has evaded since its organization in 1914. No matter what the ultimate decision may be, an adjudication of performance right ownership will have a far-reaching effect on the future of ASCAP, an organization of both composers and publishers."

Pending the final outcome of the suit, BMI has refrained from licensing for performance some 10,000 compositions in the Marks catalog written by ASCAP composers subsequent to joining ASCAP. The award of performing rights will, whichever way it goes, clear the channel for the release to the radio audience of these songs, which include such familiar compositions as "Parade of the Wooden Soldiers" and "Glow Worm".

In addition to this BMI-Marks suit, ASCAP may soon be called on to defend its methods of licensing motion picture theatres. The Independent Theatre Owners Assn. of New York has instructed its attorneys to draw up papers for a suit seeking an injunction to halt future royalty payments to ASCAP and also to recover triple damages for payments made by the 300 member theatres during the past six years. The ITOA announcement explained that the statute of limitations prevents the suit from extending back any farther.

Refers to Decree

The suit, says the announcement, "climaxes a long campaign by theatre owners which complained against the unjust charges. The theatre owners group holds that since the consent decree entered into between ASCAP and the De-

(*Continued on page 67*)

GIFT TO AN ANZAC from NBC announcers is this package now enroute to Lieut. H. K. Ngata, who before the war was an announcer at a government station in Wellington, New Zealand. Now a prisoner in a Nazi camp as a result of the Crete campaign, the New Zealander appealed to his brother announcers at the NBC International Division for cigarettes and other small items [BROADCASTING, Sept. 22]. NBC did not let a fellow announcer down and here NBC foreign language announcers (l to r) Frank Nesbitt, of the English section; Francisco Lara, Spanish; Ary Moll, Portuguese; Natialia Danesi, Italian; Fernand Auberjonois, French; and Alan Nelson, of the German section, gathered around to address the bundle to the imprisoned Ngata in Germany.

Call for Arbitration Expected In ABTU-CBS Strike Threat

Union May Ask Ruling on Wages, Hours and the Traveling Expenses of M & O Engineers

FOLLOWING a breakdown in negotiations between CBS officials and representatives of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, all signs last week pointed towards a union call for arbitration of the wages, hours and traveling expenses of the 240 engineers employed at the M & O stations of CBS.

Meetings of the CBS members of the ABTU locals in the seven cities in which the network's managed and operated stations are located (St. Louis being excepted as all stations in this city operate under an individual agreement, separate from that covering the other CBS stations) disclosed a militant minority who believe that the network would come to an agreement more rapidly if its engineers were outside than if they remain at their posts. But the majority of CBS technicians, it is reported, were not yet willing to resort to a strike.

Terms of Agreement

Under the five-year agreement concluded between company and union in 1937, either party may ask for a discussion of wages, hours and traveling expenses at the end of any year of the contract by notifying the other side by Aug. 1 that it wishes to conduct such negotiations.

If no agreement is reached on or before Oct. 1, then either party may within five days ask for arbitration of the points of issue, with the arbitrator to be chosen by mutual agreement. If the parties cannot agree on a suitable arbiter, a name is to be drawn by lot from a panel established by the American Newspaper Publishers Assn. and the International Printing Pressmen & Assistants Union.

Following the union request, conversations were held in Chicago the week of Sept. 8, with CBS vice-presidents H. Leslie Atlass, Chicago, and Mefford R. Runyon, New York, acting for the company and Russ Rennaker, ABTU national business manager, and Frank E. Sosebee, union representative in New York, representing the union. When a deadlock was reached, the union men went to New York and requested and secured an interview with William S. Paley, CBS president, following which they resumed negotiations with Mr. Runyon, but again failed to make any progress [BROADCASTING, Sept. 15, 22].

After the second breakdown in negotiations, CBS issued the following statement:

"In 1937 CBS entered into a five-year contract with the union representing its approximately 250 broadcast technicians. This agreement provided for an annual reconsideration of the wage and hour provisions of the contract if either party requested it. If no agreement was reached by negotiation the contract provided that the matter could be referred to an impartial arbiter whose decision would be accepted by both sides.

Guaranteed Raises

"The agreement further provides for guaranteed salary increases based upon length of service. The beginning salary is $49.60 per week. This becomes $76.10 after nine years of service. Through the operation of these guaranteed increases the salaries of technicians employed continuously from 1937, when the contract was made, until the present time have been increased on the average over 16%. The contract provides for a 5-day, 40-hour week. The scale of pay is the same in all the cities where Columbia operates stations which are covered by the agreement, namely, New York, Chicago, Boston, Washington, Minneapolis, Los Angeles and Charlotte.

"This year, the union demanded an average 20% increase in the scale of pay. Desiring to assure a continuation of employment without controversy in a time of national emergency, the company offered 6% with the provision that on the expiration of the contract in October of 1942, any unsettled points in a new contract be submitted to arbitration. The union was agreeable to accepting the 6% increase but was unwilling to agree to arbitrate unsettled points.

"The present agreement contains a no-strike, no-lockout provision."

Union members stated that in tieing up its offer of a 6% increase with an arbitration provision, CBS was violating the terms of the present agreement, which provides only

(*Continued on page 75*)

Grim Disc

GEORGE GRIM, radio director of the *Minneapolis Star-Journel*, used all his ingenuity the other day to cut a transcription of the complete wedding ceremony at which he was best man. He hid a microphone in a floral display next to the bridegroom, Peter Temple, a staff announcer of WLOL, Minneapolis, who married Betty LaBlant.

Williamson Given Leave for Service

Pedlar & Ryan Moves Sisson From Coast to New York

GREGORY WILLIAMSON, director of radio and vice-president of Pedlar & Ryan, New York, has been granted an indeterminate leave of absence to enter Government work with the Navy Department, the agency has announced. Lawrence L. Shenfield, vice-president, who has long been in charge of radio, will administer the general affairs of the department, at least temporarily. No successor has been chosen.

Sisson Returns

E. G. Sisson Jr., formerly in Hollywood, will return to New York to assume various administrative and new show functions he formerly handled, the announcement states. William L. Lawrence and his Hollywood staff remain on the Coast in charge of production of the Orson Welles program for Lady Esther, broadcast each Monday evening on CBS. Other departmental duties formerly handled by Mr. Williamson will be taken over by Chester MacCracken, who recently joined the agency.

John Taylor continues in charge of script editing and author contact. John Archer Carter continues to head the radio commercial department, of which Cyril J. Mullen has been named assistant director. Mrs. Elizabeth Howard also continues in charge of talent and casting for daytime shows.

GIFT FROM the 22 employes of WMAZ, Macon, Ga., is this plaque, to be placed in the wall of the station's new studios in the new Bankers Insurance Bldg. Mrs. Frances Taylor (left) and Mrs. Allie Williams presented the plaque to President E. K. Cargill on behalf of the staff.

AFM Board Plans Disc Discussions

Regulation Method Prepared By Local in New York

MEETING of the International Executive Board of the American Federation of Musicians, to be held in Chicago Sept. 30 and Oct. 1, is expected to result in some move by the musicians union to stop or control the use of recorded music especially phonograph records, on the air.

At the union's national convention last June the delegates passed a number of resolutions aimed at the curtailment or elimination of this allegedly unfair competition with live musicians. A plan for the regulation of recorded broadcasts is said to be embodied in a brief which last week was being prepared by attorneys for the AFM local (802) in New York but details of this plan were not available last Frdiay.

WSMB Impasse

Meanwhile, no settlement has been reached of the differences between WSMB, New Orleans, and the AFM local in that city although John Norton of NBC stations department had been in New Orleans for a week endeavoring to assist station and union to reach an agreement. On Friday both NBC and AFM spokesmen in New York expressed the belief this problem would be settled without the necessity for any further national action. NBC two weeks previously had pulled all the late evening dance band remote pickups from the Red in response to AFM's request that such programs be denied WSMB by the network.

Possibility of similar situations on CBS and NBC-Blue was averted last week as the Des Moines local of AFM reached an agreement with KSO-KRNT in that city. Details of the settlement were not available last week, but the local on Tuesday night notified the National AFM offices in New York that the trouble with the Cowles stations had been satisfactorily settled.

A week ago, dance band remotes were resumed on Mutual network after S. A. Cisler, manager of WGRC, Louisville outlet for MBS, had reached an agreement in New York with James C. Petrillo, AFM president, concerning the employment of musicians on his station [BROADCASTING, Sept. 22]. Agreement, set for a trial 13-week period, calls for WGRC to employ an organist at $30 for an 8½-hour week and a leader at $35 for a 7½-hour week. The station has previously engaged only an organist and the union had demanded that it employ six additional musicians at $30 weekly.

Wunder Called

ARTHUR J. WUNDER, space and timebuyer of Cowan & Dengler, New York, has been called for military service and will be succeeded by Henry F. Bond, formerly his assistant.

FCC Press Probe Still Lacks a Thrill

Out of Witnesses; Press Services, Nets Next

ANOTHER episode in the thrilless serial that some day may be known as the "forgotten inquiry" on newspaper ownership of broadcast stations terminated last Thursday after a day-and-a-half, when the FCC ran out of witnesses. It marked the third time since last July 23, when the inquiry got under way, that the Commission was unable to follow through on its prearranged schedule because of similar circumstances.

Having taken on the aspect of almost a complete bust, the hearings were recessed by FCC Chairman James Lawrence Fly Thursday until noon the following Thursday. Chairman Fly previously had announced that the hearings would run three days a week—Wednesdays through Fridays. Thus far, all the witnesses called had been subpoenaed by the Commission in its effort to prove that joint operation of newspapers and radio stations results in unfair competition, improper practices and generally does not inure to the public good.

Intramural Row

Indicating the temper of the Commission over the manner in which its staff has handled the proceedings thus far was the withdrawal of David D. Lloyd, chief of its inquiry section, as Commission counsel and substitution of Donald M. Harris, youthful New York attorney. While Mr. Lloyd sat at the counsel table along with Senior Assistant General Counsel Thomas E. Harris, he did not handle any of the examination of witnesses during the day and a half sessions. Mr. Lloyd had been subjected to frequent dressing downs by Chairman Fly prior to the substitution.

When the hearings resume Thursday, it is expected the press association and network aspects of the inquiry will be resumed. FCC investigators have plowed through files of all three national networks, and it is expected the Commission will essay to prove that the networks favor newspaper-owned stations over independently-owned outlets, because of purported advantages growing out of the joint operation. The Commission already has touched upon this in examination of subpoenaed witnesses representing newspaper-owned stations.

The press association phase, which had been gone into previously, appeared headed in the direction of efforts to prove suppression of competition in the field, and the pegging of rates of independently-owned stations so that newspaper stations and the competitive newspapers themselves could procure rate benefits.

In some quarters it was thought the press association phase of the inquiry was being handled by the FCC with the idea of turning over any evidence uncovered to the Department of Justice for possible antitrust proceedings.

Following the hearings scheduled for Oct. 2 and 3, it is indicated the Commission will recess for a week, when its staff will work on revision of the controverted exhibits covering station finances, which were introduced for identification during the earlier phases of the proceedings. Moreover, the Commission sits en banc beginning Oct. 6 on oral arguments in connection with its rule proposing a ban on multiple ownership where duplicating service is involved.

One report, unconfirmed by FCC counsel, was that Morris Ernst, counsel for the American Civil Liberties Union, would be called when the hearings are resumed. After the week's recess, about Oct. 15, the FCC is expected to offer its revised exhibits.

Conveniently Forgotten

Mystery appeared to surround the fate of the voluminous FCC questionnaire sent out prior to the start of the hearings last July, eliciting from all stations comments on the effect of newspaper-station competition. From one source it was indicated that the results were so unfavorable, from the Commission's standpoint, that it was decided not to use the analysis at all.

The strange spectacle of allowing applicants for new stations to plead their cases developed at the half-day session last Thursday. Two newspaper applicants, seeking stations in West Virginia, were allowed to recite reasons why they sought the stations, and cited advantages they expected to accrue to the newspapers.

Nothing to Rebut

Complying with a Sept. 17 request by Chairman Fly, the Newspaper-Radio Committee and WGN Inc. last Thursday filed with the Commission a general notation on the scope of the testimony they plan to offer. It was apparent both parties took the position that the FCC so far had failed completely in making a case worthy of serious rebuttal.

In a letter to the Commission the Newspaper-Radio Committee indicated that, pending the extent to which the FCC corrected inaccuracies in its exhibits, it would produce witnesses to testify on Commission and other exhibits. Dr. Herman S. Hettinger, associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and a well-known radio economist, had been retained by the Newspaper-Radio Committee, and probably will be a principal industry witness.

The WGN statement, filed by Counsel Louis G. Caldwell, indicated also that Commission exhibits

Running account of FCC Newspaper - Radio hearings Sept. 24 and 25 will be found starting on page 68.

in the record would be corrected, either by the FCC itself or by industry witnesses. Mr. Caldwell also stated that the WGN testimony would be presented in the form of exhibits. He requested that the WGN appearance be scheduled after that of the Newspaper-Radio Committee, holding this probably would eliminate unnecessary duplication of testimony.

Need of Backing

During the day-and-a-half session only four witnesses were heard. Called to discuss the operation of the Cowles Group stations, operated by the Register & Tribune Co., which also publishes the *Des Moines Register & Tribune*, was Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co.

Pointing out that the Cowles radio operations had operated in the red to the tune of $180,000 from 1931 to 1936, Mr. Hill maintained that backing by a highly solvent organization was necessary for the successful operation of any station or stations in direct competition with the 50 kw. WHO, which he said offered an unexcelled service to the Iowa area from a coverage standpoint.

Mr. Hill also was questioned at length during his full-day appearance on such matters as the development of station policy in keeping with *Register & Tribune* business policy and the influence of the Register & Tribune Co. on dealings between United Press and WHO.

He indicated that although the Cowles Group station — KSO-KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, S. D. — made cooperative time-space deals with the *Register & Tribune*, the same opportunity for swap arrangements on an identical basis was available to WHO, which he had chose to use instead space in the 40-odd other daily newspapers in Iowa.

West Virginia Angle

Other witnesses, all heard during the Thursday morning session, were W. E. Ingersoll, business manager of the *Parkersburg* (W. Va.) *News and Sentinel*, and Charles L. Long, vice-president and assistant publisher of the *Wheeling Intelligencer* and *News-Register*, which have pending applications for new stations in Parkersburg and Wheeling, and A. S. Haywood, director of organization of the Congress of Industrial Organizations (CIO).

The testimony of Mr. Ingersoll and Mr. Long was regarded by observers, as well as by counsel, as amounting to little but a hearing on the pending applications, now in abeyance under Order No. 79. Both described physical and financial considerations in connection with the the papers' operation and indicated that the new stations were being sought primarily to protect the newspaper investment and prestige. Radio competition was described as a "worry" and a "problem" which could best be dealt with by establishing a new station.

CIO Grievances

Mr. Haywood voiced a long list of CIO's and labor's grievances against broadcasters, principally concerned with the difficulty of labor organizations in securing radio time, either free or paid. He recommended that the FCC not only investigate this situation as it pertained to newspaper-owned stations, which he indicated were the principal though not the only offenders, and later launch an exhaustive inquiry into the overall time-for-labor situation, with an eye to correcting present practices.

NEW FCC PROSECUTOR

Donald M. Harris Now Handles Newspaper Probe

DETAILED to handle Commission examination during the newspaper-ownership inquiry, Donald M. Harris, newest member of the FCC legal staff, made his public bow as the hearings resumed last Wednesday. Scheduled to function as head of the litigation section and prosecutor of the FCC inquiry, backed up by Thomas R. Harris, senior assistant general counsel, and David D. Lloyd, Mr. Harris joined the legal division Sept. 8, under a non-permanent appointment, following six years with the New York law firm of Carter, Ledyard & Milburn.

Retained as special counsel under Section 4(f) of the Communications Act, Mr. Harris received his A.B. degree from Amherst College in 1932, and an LL.B. from Columbia U in 1935. He was born March 28, 1911, and is married.

Mr. Harris succeeds Nathan N. David, former assistant to Chairman James Lawrence Fly and now with Col. W. J. Donovan, Coordinator of Information, as head of the litigation section.

New York Votes FM

NEW YORK City Board of Estimate last Thursday approved a $16,000 appropriation requested by WNYC, municipally-owned station, for the construction of an FM station. The FCC last June issued to WNYC a construction permit for a 1,000-watt FM station to operate on 43.5 mc. with the call W35NY. Construction will begin as soon as equipment can be secured, with orders for the transmitter and other apparatus to be placed shortly. FM station will give the city broadcast facilities during late evening hours, WNYC signing off at times varying from 10 p.m. in midsummer to 5:30 p.m. in midwinter because its frequency is shared with WCCO, Minneapolis.

Franchise Tax Plan Is Not Yet Dead; Morgenthau Would Tax Profit Over 6%

WITH President Roosevelt signing the 1941 Revenue Act Sept. 20 and many broadcasters congratulating the NAB for its part in defeating the controverted 5-15% Federal tax proposed in the bill for radio's net time sales over $100,000, definite signs were seen in Washington that the industry's tax troubles, far from being over, are really just beginning.

Although all appears quiet on the Government front at the moment, it still is apparent that franchise tax talk is much in the wind. According to the Treasury Department, no study of radio franchise tax possibilities, indicated as forthcoming by Congress when it knocked out the radio tax in the revenue bill, has begun.

A Profits Tax, Too

No definite plan has been developed, but it is understood that if Congress requests that the study be made, sufficient pressure will be brought on the Treasury and Joint Committee on Internal Revenue to rush through in a few weeks preliminary investigations sufficient to provide a working basis for a franchise tax move. Additional indication that the proposition was more than just talk came from FCC Chairman Fly in his address to the NIB convention in Chicago last Monday.

Another possibility for an increased tax burden on radio and all other industries, was the plan announced last week by Secretary of the Treasury Morgenthau to tax away all corporation profits above a 6% return on invested capital. One informal estimate to BROADCASTING indicated the tax might amount to as much as 12 or 13 million dollars annually for the broadcasting industry. Although the tax is designed to control defense profits, it would touch all corporate operations, including radio. Intense opposition to the plan is foreseen in all industrial circles, as well as by Chairman Doughton, of the House Ways & Means Committee, and Chairman George of the Senate Finance Committee, both of whom have previously come out strongly against higher tax rates on corporations.

A United Front

Replying to a flood of congratulatory messages reaching NAB, President Neville Miller declared last Monday:

"The result we have achieved thus far is an excellent demonstration of what can be accomplished with a united industry front. It could not have been achieved without the wholehearted cooperation we received not only from members of the industry but from representatives of advertising, labor unions and other groups. I wish to take this opportunity to express, on behalf of the NAB staff and for myself, our sincere thanks for the splendid cooperation which the trade association received from all concerned."

Warning against a lackadaisical attitude, Mr. Miller continued:

"While we have been successful in eliminating this particular tax from the current revenue bill, our fight against a discriminatory tax of this kind is not yet won. It will be proposed again, unless it sponsors — certain printing trades unions—are convinced that it would hurt them as well as radio broadcasters."

FCC APPOINTMENT IS EXPECTED SOON

LIKELIHOOD that President Roosevelt soon will fill the vacancy on the FCC that has existed since last June 30 was seen following a 15-minute conference last Wednesday between the Chief Executive and FCC Chairman James Lawrence Fly. While no word was forthcoming either from the White House or Mr. Fly following the session, it was thought the primary topic was the question of FCC personnel and organization.

The vacancy on the Commission has existed since the expiration of the term of F. I. Thompson, of Alabama. Chairman Fly had not been at the White House for several months and it was stated by Press Secretary Stephen T. Early that the chairman hal sought the appointment fo rseveral weeks.

Among other things, it is believed the chairman discussed activities of the Defense Communications Board, of which he is chairman, as well as those of the FCC. Reports have been in the wind that the President might desire to effect a reorganization of the FCC because of recent regulatory developments that have had far-reaching repercussions.

Aunt Jemima Discs

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Sept. 29 started an early morning five-minute transcribed program six days a week for 13 weeks on the following stations: WABC WEEI KYW WTAM WJR WGN KNX KSFO KDKA. Agency is Sherman K. Ellis & Co., Chicago.

WOV All-English

WOV, New York, which devoted most of its time to programs in Italian before its increase in power to 10 kw. early this year, is planning to drop all foreign language broadcast and devote itself exclusively to English after Jan. 1, 1942, by which time all present contracts for Italian programs will have expired. Since its power increase WOV has broadcast nothing but English after 6 p.m. and at present devotes only four hours a day to Italian programs.

STAR STUDENT as well as star gridman, Tommy Harmon of Michigan (left), new sports director of WJR, Detroit, was greeted by his campus radio prof., Waldo Abbot, during a welcoming party last week to 250 Detroit businessmen, given by the station. Harmon majored in radio under Prof. Abbot at the Ann Arbor institution for three years, with an eye to making that his career.

NEW YORK THEATRE IS LEASED BY MBS

MBS board approved the rental of a theatre in New York to be known as Mutual Playhouse No. 1, from which most of the network's audience shows will originate. Deal is practically set for the Maxine Elliott Theatre, with plans for MBS to take over with the Coca Cola premier Nov. 3.

Board also worked out a plan to enlarge and equalize MBS stock membership among the present seven stockholders (WOR, WGN, Don Lee Network, Colonial Network, WKRC, CKLW, WHK) and an additional four (WFBR, WIP, WCAE, WGR). A revised budget to run from Oct. 1, 1941, to Feb. 1, 1942, was approved. Board and stockholders also discussed competitive network conditions and pledged further network-stations cooperation.

The meeting was attended by: General Manager Fred Weber; W. E. Macfarlane and E. M. Antrim, WGN; Alfred J. McCosker and T. C. Streibert, WOR; Lewis Allen Weiss, Don Lee; John Shepard III, Colonial Network; H. K. Carpenter, WHK - WCLE, Cleveland; J. E. Campeau, CKLW, and Hulbert Taft Jr., WKRC; prospective stockholders Benedict Gimbel, WIP; I. R. Lounsberry, WGR; Harold Bittner, WCAE; Hope Barrell, Harold Batchelder, WFBR; and MBS Sales Manager Ed Weed; Miles Lamphiear, auditor, and Attorneys Keith Masters and Emanuel Dannett.

Lever Vitamin Test

LEVER BROS., Cambridge, Mass., will shortly announce a test campaign in newspapers and radio for a new vitamin mineral tablet, Vimms. Sale of the product will begin sometime in October with advertising released at that time through BBDO, New York, the agency in charge.

EARL MULLIN, assistant to William Kostka, NBC press department head, has taken over the department pending the appointment of a successor for Mr. Kostka.

Coca Cola Spends A Million on MBS

New Band Series Is Largest Schedule Yet for Network

LARGEST contract ever signed by MBS with an advertiser for a single product, said to exceed $1,000,000, was closed last week when Coca Cola Co., Atlanta, purchased five quarter-hours and one half-hour weekly on an MBS network of 125 stations for 52 weeks, beginning Nov. 3.

Series, as yet untitled, will be broadcast from 10:15 to 10:30 p.m., Monday through Friday, and from 10 to 10:30 on Saturday and will feature name bands.

Insistence of sponsor on the 10:15-10:30 spot, with all stations across the country taking the program at the time of broadcast, is said to have been the deciding factor in swinging the program to MBS, which won out over other networks competing for the business when it proved able to line up more stations at this time.

A Band a Night

Details of the band pick-ups have been arranged in cooperation with Music Corp. of America, which is booking the bands for the broadcasts. A different band will appear each night, broadcasting from a New York theatre yet to be selected, except for certain periods when the broadcasts will originate from Chicago, Hollywood or San Francisco, using bands playing in and around those cities. On Saturday, the guest band for the half-hour program will be that band with the highest phonograph record sales throughout the country during the preceding week. MCA is employing special accountants to collect and tabulate these record sales figures.

In addition to this new series, Coca Cola Co. also sponsors a program of semi-classical music, *Pause That Refreshes on the Air*, from 4:30-5 each Sunday afternoon on a CBS network of 115 stations, with Andre Kostelanetz orchestra and Albert Spalding as solo violinist and m.c. The company's bottlers, through a cooperative advertising arrangement, sponsor *Singin' Sam*, a 15-minute transcribed program, currently broadcast five times weekly on 249 stations. Advertising is handled by D'Arcy Adv. Co., St. Louis.

Ken Church Is Appointed To WKRC Sales Post

KEN CHURCH, general sales manager of KMOX, St. Louis, has been named director in charge of national sales and promotion for WKRC, Cincinnati, Hulbert Taft Jr., general manager, announced Friday. He assumes his new duties Oct. 6.

Mr. Church has been in radio since 1933, entering as salesman at KMOX, St. Louis. Later he was named sales manager. Prior to that he had been on the advertising staff of the *St. Louis Globe-Democrat* and the *Post-Dispatch*.

A KING IS CROWNED AT WSYR

In January of this year, the P. Lorillard Company's new king-size cigarette, Beech-Nut, was introduced to the Syracuse market. « « *Advertised only over WSYR and using a station-created program*—in eight short months, Beech-Nuts have risen to the top sales spot in the low-priced cigarette field.* « « No other radio or newspaper was used — convincing proof that WSYR is, by itself, a *selling power* in Syracuse.

WSYR
SYRACUSE, N. Y.
570 kc. NBC

COMING SOON...
5000 WATTS AT 570 KC.
"The Perfect Combination"

*According to independent survey of drug, cigar and grocery stores and cigarette jobbers.

AN H. C. WILDER STATION **REPRESENTED BY RAYMER**

Briefs Few As Overlap Probe Nears

Only 15 of 40 Affected Groups Take Action; Power Challenged

WITH APPEARANCES and briefs filed by only 15 of the estimated 40 entities involved in the multiple ownership-overlapping service issue, it was apparent last week that the bulk of the parties likely to be affected by the proposed ban would simply be sideline observers at the arguments scheduled to get under way Oct. 6 before the FCC en banc.

While the bulk of the briefs filed Sept. 22 pursuant to the order (No. 84) challenged the FCC's jurisdiction in the issuance of such a blanket order, several of the respondents simply made a plea for a flexible rule which would preclude the ban applying to their own situations on public interest grounds. Practically all of them, however, attacked the indefinite language of the rule, and the loose definitions of what constitutes control or objectionable overlap.

A Perplexing Order

Most of the stations not filing appearances or briefs have indicated through their counsel they felt it was unnecessary to do so, since the Commission, by statute, is required to hold individual hearings on any matters affecting existing station facilities. Moreover, the terms of the tentative order itself allow at least a six-month leeway before enforcement, with grants of such additional time as may be necessary to provide for orderly disposition of properties.

Meanwhile, an informal meeting of a group of a score of stations apparently falling within the purview of the order and their counsel, held in Chicago last Tuesday, resulted in no concrete decision as to procedure. Called by Ralph L. Atlass, WJJD-WIND, who apparently took advantage of the presence of many broadcasters in Chicago to attend the special NIB convention, the meeting, it is reported, was of an exploratory nature. Broadcasters affected were frankly perplexed over the Commission's order because of its broad scope.

A meeting of the various attorneys who plan to appear Oct. 6 for the oral arguments is scheduled for Monday, Sept. 29. The decision to hold the session was reached at the Chicago conclave.

Meanwhile talk persisted about station swaps, sales and moves, in the event the Commission in the final analysis attempts to make the overlap rule stick. In several cases, because the parties involved believe they can improve their positions, such exchanges may be put through even though the regulation is withheld, contested in court, or even dropped.

It was generally felt, however, that the FCC majority would be disposed to make some sort of a multiple ownership ban stick, as its last-ditch effort. Already there are signs that it has slowed down considerably the pace on its proposed ban on newspaper ownership and on invoking rigid regulations governing network-affiliate relationships.

REACTION to initial broadcast of the weekly CBS *Orson Welles Show*, which started Sept. 15 under sponsorship of Lady Esther Co., was topic of discussion by this group of executives representing network and agency serving that account. They are (l to r): Bill Lawrence, Hollywood representative of Pedlar & Ryan; E. G. (Ted) Sisson of the agency's New York radio department; Harry W. Witt, CBS Southern California sales manager; A. E. McElfresh, Pedlar & Ryan, vice-president.

Challenge of Power

NBC, which would be most vitally affected by the multiple ownership-overlap ban, since 8 of the 10 stations it owns are located in four cities, filed a brief challenging the FCC's jurisdiction all down the line. Stations which would be affected, under the rule, are WEAF and WJZ, New York; WMAQ and WENR, Chicago; WRC and WMAL, Washington, and KPO and KGO, San Francisco.

Through Duke M. Patrick and Philip G. Hennessey Jr., NBC contended the Commission has no authority to adopt a regulation of the type proposed. It held also that no provision of the law expressly authorizes the enactment of the regulation and that it is not necessary to the exercise of any power expressly conferred upon the Commission.

Even if authority had been conferred upon the Commission to enact the multiple ownership rule, the proposed regulation is "too vague, indefinite and uncertain to constitute a valid regulation", NBC insisted. Because it is impossible to determine from the language of the regulation proposed "who, and what, is meant to be included within its prohibitions", NBC said, "we submit that it is fatally defective."

In conclusion, the network contended the Commission has no power under the Act to adopt any regulation of the character proposed and that if it had, the regulation as now phrased would not constitute a valid exercise of such power.

On behalf of three sets of stations that might fall within the purview of the rule—WJAS-KQV, Pittsburgh; WILM-WDEL, Wilmington, Del.; WRAW-WEEU, Reading, Pa.—George O. Sutton, Washington attorney, challenged the FCC's authority under the Act to issue such a rule. Moreover, he contended that the proposed action becomes even more oppressive "when considered in the light of the fact that the Commission has by its own action approved the very conditions, now existent, which it proposes to change by Order No. 84." He argued that if the Commission feels that multiple ownership should be dealt with, it should address its recommendation for additional authority to Congress.

Mr. Sutton contended the proposed rule attempts to short-circuit the clear mandate of Congress by reaching a determination, in advance of hearing, that public interest will or will not be served.

Minority Problem

Challenging the Commission's right, power, authority or jurisdiction to enact the proposed rule, Ben S. Fisher, Charles V. Wayland and Charles F. Duvall, Washington attorneys, filed briefs and appearances on behalf of KOMO-KJR, Seattle; KWKH-KTBS, Shreveport, and WCOP-WORL, Boston. In the case of the Boston situation, it was brought out, Harold A. Lafount, former radio commissioner, owns interest in both of the stations but they are minority holdings. The question raised was whether the rule, as now drafted, was designed to ban even such minority holdings, where duplicated service is involved.

In the case of KWKH and KTBS, it was brought out that the stations are almost inextricably interwoven in a financial structure on which a substantial loan had been procured. In the Seattle situation, it was brought out that the Commission itself recently had approved acquisition of KJR by Fisher's Blend Station Inc. from NBC for $75,000, without any qualifications whatever.

In each instance, the attorneys held that operation of the stations jointly had in no way resulted in monopoly of radio communications, or in suppression or restriction of competition. It was also contended that enforcement of the rule would deprive the licensees of their property and rights without due process of law.

Almost identical briefs, protests and oppositions to the proposed rule were filed on behalf of KGW and KEX, Portland, Ore., operated by the Oregonian Publishing Co., and KHQ and KGA, Spokane, operated by Louis Wasmer, through John C. Kendall and John W. Kendall, Portland attorneys. In each instance, the second station had been procured in recent months by the owners from NBC, with the approval of the FCC. In each case also, it was contended that the joint ownership, management and operation had not resulted in a monopoly or in suppression or restriction of competition.

Moreover, the West Coast licensees contended that before any licenses shall be revoked, a hearing must be provided under the statute and the Commission's regulations. It was argued that adoption of the rule would be unjust, unfair, arbitrary and capricious in that it would deprive the licensees and all other licensees similarly situated of their property and rights, without due process.

Lacks Latitude

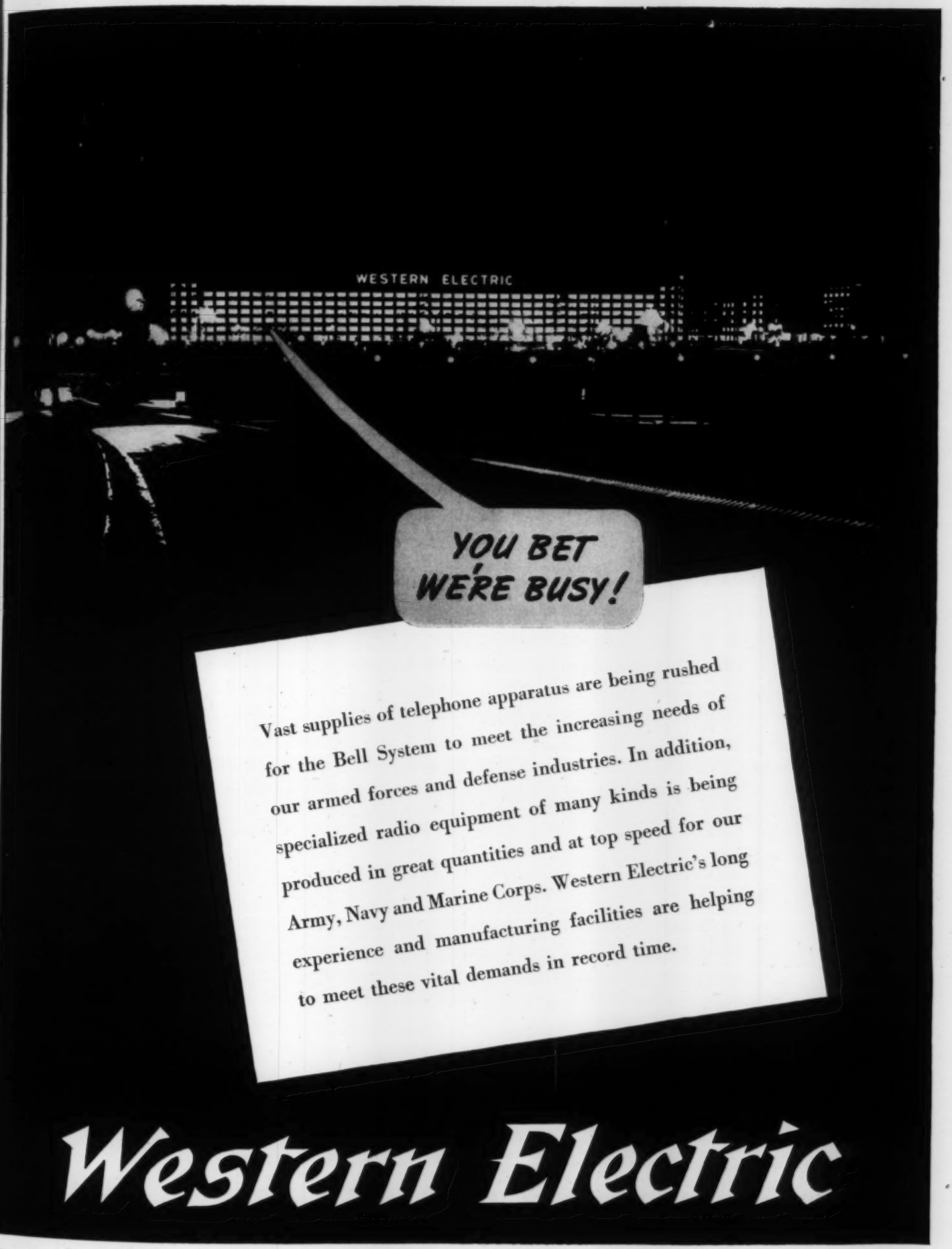
On behalf of WGR and WKBW, Buffalo, Frank D. Scott, Washington attorney, called adoption of the proposed rule unnecessary and undesirable. He held the objective could be accomplished by the Commission in connection with future applications, by denying such applications on the ground that public interest would not be served, and existing stations whose operations violated the tenor of the proposed rule could be set for hearing with appropriate action.

If the Commission feels that its policy as to multiple ownership should be given expression in a rule, Mr. Scott suggested the rule should be so worded as not to restrict the Commission's general consideration of cases which appear to fall within provisions of the rule. This should be based on the public interest, convenience and necessity concept, he said. The proposed rule as drawn, he pointed out, allows no latitude in determining whether, under any circumstances, multiple ownership does or does not serve public interest.

The proposed rule was called exceedingly unjust to Buffalo Broadcasting Corp., operating WGR-WKBW, because the company was organized in 1928 at the request of the FCC. To effect this reorganization, approximately $600,000 was borrowed. Moreover, he pointed out that in 1938, to keep pace with improved equipment, improvements were made costing approximately $100,000, while an expenditure of $225,000 is entailed in installation of 50,000-watt equipment for WKBW, which shortly will be completed.

Mr. Scott urged that the Commission either forego the adoption

(*Continued on page 63*)


WESTERN ELECTRIC
YOU BET WE'RE BUSY!
Vast supplies of telephone apparatus are being rushed for the Bell System to meet the increasing needs of our armed forces and defense industries. In addition, specialized radio equipment of many kinds is being produced in great quantities and at top speed for our Army, Navy and Marine Corps. Western Electric's long experience and manufacturing facilities are helping to meet these vital demands in record time.
Western Electric

Waste Paper Spots Cover 22 Markets

Total of $675,000 Allotted in Conversation Campaign

STATIONS in 22 cities or city groups have been selected for the radio portion of the national campaign to "save and sell" waste paper for national defense needs launched by the Conservation Committee of the Waste Paper Consuming Industries, including boxboard makers, roofing manufacturers and book-paper mills.

The Waste Paper Consuming Industries, with full support and active cooperation of the Office of Price Administration, Office of Production Management and Office of Emergency Management, have allocated $675,000 for radio and newspaper advertising to urge the public to conserve all forms of waste paper, scrap metal and rubber. A local telephone answering center has been established in 34 cities, and housewives, store owners and other local groups are being asked to save waste paper and sell it or give it to charitable organizations.

Shortage Feared

The advertising campaign is handled by Olian Adv. Co., St. Louis, and was decided upon when it became evident a serious shortage is threatened due to wartime difficulties in importation of wood pulp. The station list follows:

New York City—WINS WABC WOV WBNX WMCA WNEW.
Philadelphia—WDAS KYW WTEL WIP WFIL WPEN WHAT.
Chicago—WAAF WIND WCFL WJJD WMAQ.
Boston—WCOP WHDH WORL WMEX.
Detroit—WXYZ WJLB WJBK.
Cincinnati — WCPO WKRC WSAI WCKY.
Minneapolis-St. Paul—WLOL KSTP and North Central Broadcasting System, comprising KABR KDLR KRMC KLPM KVOX KWNO KGCU.
Washington—WOL WWDC WRC WMAL WJSV.
New Jersey—WAAT WCAM WHBI WPAT.
Indianapolis — WFBM WIRE WIBC WISH.
Pittsburgh—WCAE WWSW KQV.
Akron—WJW WAKR.
Cleveland—WHK WCLE WGAR.
St. Louis—KSD WIL KWK KXOK.
Milwaukee—WISN WEMP WTMJ.
Baltimore — WCAO WITH WFBR WCBM.
Louisville—WAVE WGRC WINN.
Columbus—WBNS WCOL.
Rochester—WHAM WHEC WSAY.
Providence — WJAR WPRO WEAN WFCI.
Buffalo—WGR WKBW WBNX WEBR.
Toledo—WSPD WTOL.

Clark From Camps

D. L. CLARK Co., Pittsburgh, Pa. (candy), on Oct. 2 will start sponsorship of *Service With a Smile* on 51 NBC-Blue stations, Thursday, 8-8:30 p.m., EST, but thereafter starting Oct. 9 will be heard 8:30-9 p.m. Program will feature talent from Army, Navy and Marine bases, which had been auditioned and chosen in a pre-show competition under the direction of a talent scout sent out by the sponsor. Garry Moore, star of NBC's *Club Matinee*, will be m.c. and Ben Grauer announcer for the new series which will originate from a different camp each week. Albert P. Hill Co., Pittsburgh, handles the account.

ALL ALONG THE ROUTE crowds turned out to cheer Jim DeLine, *Musical Clock* m.c. at WFBL, Syracuse, as he rode a bicycle from Syracuse to Chittenango, 17 miles away. The ride culminated a week of promotion when a Chittenango dealer offered to give a bicycle to a worthy boy if DeLine would ride it between the cities. Here Neal Moylan, WFBL sports director, holds the mike while DeLine talks between puffs.

KSFO Protests 50 kw. Grant to KQW And Cites Its Allegedly Unfair Results

CHARGING that the FCC has "unwittingly done a grave injustice" to KSFO by its recent action in granting KQW an increase in power from 5,000 to 50,000 watts on 740 kc., while the application of KSFO for the same facility was set for hearing, former Commissioner E. O. Sykes of the FCC, last Wednesday filed with the Commission a petition for reconsideration and setting aside of the KQW grant.

The FCC is expected soon to consider the petition asking a consolidated hearing on the issue in San Francisco.

Involving not only the issue of assignment on 740 kc., but indirectly that of the future CBS key station in San Francisco, the KSFO-KQW controversy has been in progress since early 1940, when KSFO first filed its application for the facility. KQW, licensed in San Jose, and a sister station of KJBS, San Francisco, was given the 740 kc. assignment with 5,000 watts as a result of the Havana Treaty reallocations, since its original facility—1010 kc.—was not available for use in this country.

To Cover San Francisco

The FCC on Sept. 9 granted the KQW application for 50,000 watts, in effect making it a San Francisco station, subject to approval of a plan of independent financing. Simultaneously the KSFO application was designated for hearing. KSFO had suggested that KQW be assigned to its present facility on 560 kc. with 1,000 watts night, 5,000 watts day, which, it claimed, would enable it effectively to serve the San Jose area and improve its coverage.

Judge Sykes emphasized that when KSFO filed its application for assignment on 740 kc. with 50,000 watts and suggested the assignment of KQW on 560 kc., there was no other application pending for 740 kc. in California. He contended that when tentative assignments were made under the Havana Treaty reallocations, KQW was "temporarily assigned" to 740 kc. Despite applications, petitions and letters of protest filed by KSFO, Judge Sykes said, "your Commission has step by step without hearing and over our protests strengthened the position of KQW by its various authorizations to it."

Judge Sykes insisted the Commission should have informed KSFO that it did not intend to designate for hearing the application of KQW, but would consider the station in a "preferred position" of being on the channel. He contended that a Class II 50,000-watt station is not necessary to serve the San Jose area, but is appropriate to serve the San Francisco area. By this change in power of KQW from a regional to a 50,000-watt outlet, he said, it is *ipso facto* changed from a station to serve San Jose to a San Francisco station.

Termed Unjust

Describing the KQW grant and the designation for hearing of KSFO as "inequitable, unjust and really a violation of the due process clause of the Constitution", Judge Sykes said that the action renders it impossible for KSFO to have a complete and impartial hearing. Only by hearing both applications together could such a hearing be had, he insisted.

He said the issue could not be fairly adjudicated "when one of the persons is in court as a mere spectator, or elsewhere, with this permit in his pocket, and no issue raised concerning it". Among other things, Judge Sykes pointed out that Wesley I. Dumm, principal owner of KSFO, has on deposit in bank $200,000, which is more than enough money to build and operate a 50,000-watt station.

He said Mr. Dumm had hypothecated nothing in negotiating this loan but is paying interest on it. On the other hand, he contended, KQW, financed by CBS, "has hypothecated everything to this network and promised to issue to it 37½% of its stock". Pointing out the Commission did not approve the KQW arrangement, he held the Commission for this reason alone should have set the application for hearing.

Judge Sykes declared the Commission, by its grant to KQW "has aided this station to provide the necessary collateral to independently finance the station, when it is exceedingly doubtful, to state it mildly, if such be possible without the grant". Moreover, he claimed the Commission did not allude in its grant to the KQW contract with CBS, which, together with options, "may run for 20 years".

He said this agreement was in violation of recent orders of the FCC on network broadcasting, while the KSFO agreement with CBS expires on Jan. 1, 1942. KSFO has notified CBS, he said, that it would consider all clauses on its contract which violate these network orders as cancelled and nullified when the orders become effective.

WRRN, in Marion, O., To Take the Air Oct. 15

STARTING DATE of the new WRRN has been for Oct. 15, according to R. L. Bowles, general manager of the Marion, O., local that was authorized last Aug. 1 by the FCC to a partnership of Frank T. Nied, owner of a restaurant-cigar store chain in Akron, O., and Perry H. Stevens, Akron attorney. 250 watts on 1400 kc. will be used.

Mr. Bowles will assume the additional duties of commercial manager while Marguerite Petran, formerly of WAKR, Akron, has been named program director. Chief engineer is James Ranney, formerly of WFMJ, Youngstown. Balance of the personnel will be announced shortly. WRRN has signed for BMI music, Lang-Worth music library and UP news service.

Gulf Denies Charges

GULF OIL Corp., Pittsburgh, answering a recent complaint of the Federal Trade Commission charging advertising misrepresentations for Gulf Live-stock Spray and Gulfspray, insecticides, has denied that the statements and representations were false or misleading, according to a Sept. 24 FTC announcement. The answer stated that none of the statements cited in the complaint are now used and asserted that each of the advertisements cited, if considered in their entirety, were clear and understandable and phrased in language that would not deceive or mislead.

STANDOUT FACTS

Beginning auspiciously six years ago by "scooping" all radio news services in broadcasting the death of Will Rogers and Wiley Post, KLZ has maintained uninterrupted leadership in the reliability and completeness of its news broadcasts . . . and, likewise, has maintained without interruption the confidence of its original news sponsor, the Fred Davis Furniture Company, a huge, but still growing Rocky Mountain institution which has just signed its seventh consecutive news contract with KLZ.

Through August, listeners overwhelmed KLZ's mail department by sending in more than double the fan letters of a year ago. These letters are but a continued indication that each month more listeners respond to KLZ's super showmanship, outstanding public service features and top-ranking progress.

It is not new, but still true that *Coverage* is not so much a matter of *Kilowatts* as *Kilocycles*. KLZ with 5,000 watts on 560 kc, with a signal *directed* up and down the *prosperous* and *populous* sections of Wyoming and Colorado east of the Divide, covers the profit area of the Denver Rocky Mountain area.

"12 Services not on the Rate Card" is the title of a code of merchandising procedure that KLZ extends to sponsors. "Splendid", "outstanding", "unequalled", "effective", are the words used by leading advertisers to describe KLZ's merchandising efforts in their behalf.

"Colorado Speaks" and, in a loud, booming voice, tells the world that KLZ is Denver's "stand-out" station. "Letters FROM the Editor" may be unusual elsewhere but, at KLZ, are commonplace. Practically every well-known newspaper editor in the state has written to comment with enthusiasm upon the popularity in his town of KLZ's broadcast, "Colorado Speaks" . . . a dramatized review of editorial comment, opinion, and humor.

They Know What Makes Radio Tick

Behind Radio Scenes Basis of Popular Blue Program

MILLIONS of listeners who possess an unquenchable desire to know just what makes radio "tick" find the answer each week in *Behind the Mike* on NBC-Blue. Each Sunday afternoon *Behind the Mike* takes these listeners behind the scenes in the radio industry, taking apart for them the miracle that is radio.

It has explained how a radio program is created, auditioned and sold; how an announcer gets his job; how sound effects are created; how trans-Atlantic broadcasts come about; how commercial continuities are created and passed for broadcasting, and on one of its most ambitious programs, how the Associated Press was born and how it has flourished.

Inside Stuff

Creator of all this erudition is Mort Lewis, author and producer, who gives full credit for able assistance to his brother, Lester, a sort of major domo for the show. Mort Lewis was co-author of the stage successes "Keep Off the Grass" and "New Faces" and did a doctoring job on "Between the Devil". He is the writer of such radio shows as *If I Had a Chance* and *Celebrity Minstrels* and is now writing *Molasses & January*. He has also written for Ben Bernie, Ed Wynn, Ben Lyon, Bebe Daniels, Pick & Pat, Charles Winninger and Burns & Allen. Graham McNamee is m.c. and the list of guest stars reads like the golden book of the radio stardom.

The program structure, save for special occasions, is the same from week to week, generally opening with a "light spot". For instance,

on one of these Janice Gilbert recently demonstrated her ability to simulate four babies crying all at once.

The second spot is usually the "Sound Effect of the Week". One of the most popular sound effects was a recent demonstration of doorknocks in which *Behind the Mike* demonstrated that each special occasion calls for its special door knock. It demonstrated there is a vast difference between the door knock of the arriving lover, for instance, and a gangster bent on murder. Walking up and down stairs sound effects were similarly demonstrated.

The third spot is the one that usually draws the most attention—the visit backstage of radio. It is this spot which has given *Behind the Mike* its greatest triumphs.

On one of these backstage spots Pat Kelly, head of the NBC announcers staff, auditioned Bill Huck, an NBC page boy, anxious for a spieling job. Huck went laboriously through one of the stiff NBC announcer's tests right on the *Behind the Mike* program. His work was not in vain for a station manager listening to the broadcast promptly hired him after the show.

Aside from getting Bill Huck a job, the backstage spot served an even greater purpose. It demonstrated to the radio audience that something more than merely a good voice is needed to get an announcer's job. It opened the eyes of the public to the actual requirements for a radio announcing stunt.

Another backstage spot was so real that it backfired. To demonstrate to the public that radio actors are really clever and possessive of greater talents than mere line reading, Mort Lewis called three actors before the mike and handed them a script they'd never

seen. They took a few seconds to familiarize themselves with the lines and then acted the script so capably that few listeners would believe they hadn't actually seen the script before.

Still another backstage spot was to demonstrate how serial scripts which lag are "doctored" or brought up to audience requirements. In this spot, Bill Rapp, serial editor of *Liberty* Magazine, appeared at a typical story conference. The script, containing Rapp's suggestions and formulae, soon became in great demand itself from would-be authors, producers and directors of mike shows.

The very important part of the radio engineer in the radio program has been demonstrated on *Behind the Mike*. The program has demonstrated the minute balance that must be achieved with sound effects; how too loud a crash, or a knock, or a siren, or too low a bang, a bell or a horn may ruin a tense scene.

The backstage spot has taken listeners behind the scenes to demonstrate how Charles Lanius in Berlin and Fred Bate in London organize their transoceanic broadcasts. Both were cut in by direct short-wave, conversing with news and special events personnel in setting up the broadcasts. They also told from where they broadcast, how they get the news and to what extent censorship restricts them.

The famous NBC listening post has made its appearance on *Behind the Mike* through Jules Van Item, its director. This show demonstrated what the listening post picks up out of the ether and the rigorous requirements for its personnel.

Ralph Forbes and Jill Esmond, with Carlo De Angelo as director,

have done an actual rehearsal of a radio script on the backstage spot. This spot showed how the actors are given the feel of their lines and how the script is constantly revised during rehearsal until the final one is evolved.

The fourth spot is a short radio oddity. One of the most amusing of these was the re-enactment of a confused announcer who gave the time signal and then couldn't remember which watch company was sponsor. So, he said: "Oh, well, folks . . . this one's on the house!"

Then comes the "Salute to the Program You Loved". Here Mort Lewis has brought back many of the favorites of the olden days of radio. Curiously enough, says Lewis, these artists who have fallen by the wayside generally prove they're as good as they always were and attract a terrific fan mail. More seriously in this spot Lewis strives to demonstrate that radio has a soul and a tradition.

Old Favorites

Behind the Mike has brought back such old favorites as *Clara, Lou & Em*, the *Eno Crime Clues*, *Roxy's Gang*, the *Atwater Kent Hour*, the *RKO Hour*, the old *Show Boat*, *Rubinoff & His Violin*, the *Mills Brothers*, the *A & P Gypsies* with Harry Horlick, and the *Gold Dust Twins*. In virtually every case, the original casts were used. The invariable question of "What's Happened to So-and-So" is answered.

In bringing back the *Eveready Hour*, the program recreated the story of the sailor who was cast away on the Galapagos Islands. This story was such a terrific smash that it had been repeated several times on the *Eveready Hour* and the fan mail it attracted on *Behind the Mike*, which broadcast it for the first time in nine years was enormous.

In the next spot *Behind the Mike* answers questions of listeners, a guest radio editor usually doing the answering. Virtually all the Manhattan radio editors have appeared.

The final spot is a true, dramatic radio story, such as the one of a song by a network star that thwarted a mother's plan to desert her child or the story of a radio "ham" who brought food to the deserted inhabitants of the Pitcairn Islands.

Fibber McGee to Return Sept. 30 Without Peary

S. C. JOHNSON & SON, Racine, Wis. (floor wax), following a summer lay-off, on Sept. 30 resumes for the seventh season *Fibber McGee & Molly* on 99 NBC-Red stations, Tuesday, 9:30-10 p.m. (EST). Jim and Marian Jordan continue to be starred, with balance of cast including Bill Thompson in a variety of roles; Isabel Randolph portraying Mrs. Uppington; the Kings Men, vocal quartet. Gale Gordon is being added in a comedy role. Hal Peary (Gildersleeve), now has his own program. Billy Mills is musical director. Harlow Wilcox has been re-signed as announcer, with Don Quinn continuing as chief writer. Cecil Underwood, Hollywood manager of Needham, Louis & Brorby, will produce.

Hap Hazard, used as a summer replacement, following a three-week hiatus, returns Oct. 15 to NBC-Red under continued sponsorship of S. C. Johnson & Son, plugging Car-Nu wax, Wednesday, 7:30-8 p.m. (EST). Starring Ransom Sherman, cast will include Paula Winslowe, Shirley Mitchell and Arthur Kohl, with Martha Tilton, vocalist. Wilcox also has that announcing assignment, with Billy Mills musical director. Dick McKnight will continue to write the weekly show with Van Fleming remaining as agency producer.

'Silver Theatre' Opens Fifth Season on Oct. 5

INTERNATIONAL SILVER Co., Meriden, Conn., through Young & Rubicam, New York, on Oct. 5 resumes *Silver Theatre* on 57 CBS and 33 CBC stations, Sunday, 6-6:30 p.m. (EST), starting its fifth consecutive season. Mickey Rooney, film actor, will be first guest star.

Felix Mills has been re-signed as musical director. Ted Sherdeman, recently appointed producer of the weekly show [BROADCASTING, Aug. 25], succeeds Glenhall Taylor who takes over agency production of the NBC *Burns & Allen Show* Oct. 7 under sponsorship of Lever Bros. Co. (Swan soap). Tony Hardt will be assistant to Sherdeman with Conrad Nagel as narrator-director, and Henry Charles announcer. Policy of buying original scripts or current magazine stories, for radio adaptation, will continue. Firm, as a summer replacement, has been sponsoring the weekly *Silver Theatre Summer Show* on 26 CBS stations.

ANOTHER all-night program has been introduced in the Dallas-Fort Worth area, with R. G. McElyea and Ernest Hackworth handling the *Old Night Watchman and Half the Nation, Half the Night* on KFJZ six nights a week from 12 midnight to 6 a.m.

It's Smart to be a Sheep

It strikes us that in buying radio time, it's wise to be a sheep—to follow the flock. In a competitive radio market, it's best to choose the station used most by other advertisers.

Because the station that gets most of the business does so *only by* attracting most of the listeners. And a station keeps this business *only* by delivering results.

Which is why we're proud to report that . . .

KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER KANSAS CITY STATION—MORE BUSINESS BY HOURS AND MORE BUSINESS IN DOLLARS!

AND, ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—ALL THE REST ARE RENEWALS!

Isn't that convincing proof of KMBC's effectiveness as a sales medium? Isn't it, in fact, the perfect success story?

If you want to crack this rich Missouri-Kansas market wide open, take the tested way. Choose the station used to best advantage by most other advertisers. Follow the national leaders to KMBC.

We think you'll find it very smart, in this case, to be a sheep.

KMBC of Kansas City

Free & Peters, Inc. CBS Basic Network

Fly Sounds Disarming Note at NIB Session

Scoffs at FCC Critics; Reaffirms Stand Against 'Concentrated Control'

The text of FCC Chairman James Lawrence Fly's address delivered before the NIB convention meeting in Chicago, Sept. 22, follows:

IT IS A PLEASURE indeed to be here today with this great gathering of the nation's independent broadcasters, and to discuss with you as frankly and openly as I can some of the issues which jointly concern the FCC and the broadcasting industry. I have never believed that a Commission should operate in a vacuum, cut off from the day-to-day problems and concerns of the industries subject to its jurisdiction. While an administrative agency must maintain impartiality and detachment if it is to serve the public interest, it must also maintain open lines of communication with industry if its actions are to be soundly based on current factual situations. And so I welcome the invitation to attend your discussions, and in turn to contribute a little towards them, along with Gen. Cummins of the Sixth Corps area and Mr. Waters of the Department of Justice.

I think that in the minds of most of us, September marks the beginning of the new year in broadcasting. This is the time when new programs are introduced and old favorites resumed. It is the month for policy changes and improvements. It is the time when listeners resume their regular listening habits. Accordingly, it seems to me appropriate to review the broadcast year just ended, and to comment on the broadcast year now opening before us.

A Good Year

From the purely business point of view, I know that most of you have had an improved year. 1940 was markedly more prosperous than 1939, and the indications are that 1941 profits will exceed 1940's by an appreciable margin. Whether or not further improvement occurs during the coming year, I am inclined to agree with the thought that consolidation of present gains is an excellent watchword for the year ahead.

One financial threat to the industry looming large on the horizon until a few weeks ago was the proposed 5, 10, and 15% tax on broadcast revenues, contained in the House of Representatives' version of the tax bill. I considered that tax unwise, and, with others, opposed it at the Senate hearings on the bill. I am glad to say that the tax was eliminated.

As indicated before the Senate committee, the Commission has instituted a study of a possible franchise tax, under which each of the industries regulated, e.g. telephone-telegraph - radio communications, would be assessed a proportionate part of the cost of regulation; but I hardly think so relative small a tax need seriously concern any of you.

It seems to me clear that the public interest requires a prosperous broadcasting industry. Any circumstances which jeopardize broadcasting income are bound to affect adversely the quality of programs, and hence the public benefits from radio broadcasting. While the FCC has no direct concern with your profits and losses, we know that the tremendous progress of radio has been due in no small measure to the financial success of broadcasting as a business enterprise, and we welcome that knowledge.

Certainly the largest single factor in broadcasting as in American life last year was the defense program, and this will continue, of course, to be true during the year to come. Gen. Cummins, who is also to speak to you, will give you a fuller picture of the interrelations between broadcasting and defense. I shall therefor allude to only a few recent developments.

Priorities Problem

One has to do with priorities. As many of you know, during the past summer the manufacturers of radio receivers were faced with a crisis by reason of a shortage of metals. I felt that a curtailment of receivers and hence of listeners would adversely affect the morale and national defense, and so, in cooperation with the progressive leadership of the Radio Manufacturers' Association, I called the attention of both the OPM and OPACS to the strategic importance of broadcasting in national defense. I said, in part:

> Radio listening is no longer a mere source of light entertainment. Increasingly since the President's first fireside chat, it has become a medium for the formation of public opinion and for the maintenance of morale. In the recent past it has been intensively used by the Department of Justice for alien registration and by the Army and Navy for recruiting. This month it has been intensively used by the Treasury for the sale of defense bonds, and by the Office of Civilian Defense in its aluminum scrap collection drive. * * * Practically every agency of the Government relies on the possibility of reaching the public directly by radio, especially those listeners who cannot be reached by other media. No one can predict what additional services may be required of broadcasting in the future; but it is clear that any intensification of the present emergency will further expand the role of broadcasting in defense.

The immediate priorities crisis which the receiver manufacturers faced has been averted; but as you know the problem is a continuing one. It affects the transmitter equipment as well as receiver. Some of you may be familiar with the recent case of WIBC at Indianapolis, which blew out both its regular 5 kw. tube and its spare. Unable to get a replacement tube, it has been forced temporarily to operate with the only tube available—a 1 kw. tube. Such a case brings the priorities problem home to us.

I have no pat solution to offer to this problem. But I want to point to its urgency, and to assure you that the Commission stands ready to cooperate in seeking a solution.

As one step towards a solution, the Defense Communications Board has established a special priorities committee. The primary purpose of this Priorities Liaison Committee is to cooperate with and assist the priorities allotment officials. The committee will be concerned with telephone, telegraph and radio communications priorities as well as with broadcasting. In establishing it a week or two ago, we said:

> While it is gratifying to know that a priority status has been assigned to repair and maintenance materials, DCB feels that it is equally important, and in many cases more important, to provide a high priority for new materials and equipment. This is particularly true of new and supplementary facilities directly or indirectly related to national defense expansion.

I mentioned a moment ago the use of broadcasting by various defense agencies. I doubt whether any of you have found such requests for time unduly burdensome so far, but perhaps some of you fear that they may become burdensome hereafter. If at some future date broadcasters feel that an inordinate portion of the broadcast day is required for this purpose, the matter can no doubt be adjusted by joint conferences with the appropriate government agencies. Certainly the FCC has no desire to see the effectiveness of radio curtailed by an overload of programs of one kind; and my impression is that that danger is not on the horizon at present. Indeed, the quality of many defense programs now on the air is a real asset to the stations broadcasting them. The *Treasury Hour*, to single out one program from many, compares favorably in popular appeal with the most popular of commercial hours.

A Vital Role

Similarly, speeches, debates and forums on current issues in a time of crisis like this enable broadcasting to entrench its hold on listeners and its claim on public attention, especially if such programs are well-rounded. Broadcasting, which a decade ago was a mere source of entertainment, has now assumed a far more significant role, without in any way detracting from its original popularity. Viewing these facts in perspective, it seems to me clear that your industry's contribution of time for defense broadcasts is bread cast upon the waters; it is already being returned many fold in terms of increased public respect and increased public attention.

I should also, in discussing the impact of the defense program on broadcasting, repeat once more what I have said so often—that neither the FCC, nor the DCB, nor so far as I know any other agency of the Government, has any plans for taking broadcasting out of private hands, even in time of war. It is obvious that in the event of hostilities, stations within actual combat areas may be required to coordinate their broadcasts with the plans of military authorities in that combat area.

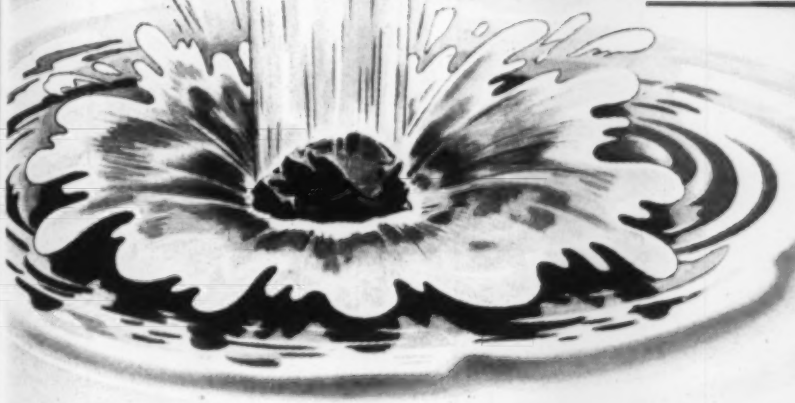
Also, broadcasting would in the event of war be an important factor in civilian defense; indeed the DCB has appointed a subcommittee to cooperate with Mayor LaGuardia's Office of Civilian Defense in considering such problems. But DCB plans are contingent on an actual military need; and are based upon the fundamental premise that broadcasting will remain in pe-

THE ROSTRUM as FCC Chairman James Lawrence Fly delivered the keynote address. At left are Lloyd C. Thomas, KGFW, Kearney, and NIB President Harold L. Lafount.

BEGINNING OCTOBER FIRST...

NEW IMPACT

TO COVER TWO EXPANDED MARKETS!



WHEN Markets expand, it's time for advertisers to expand their *coverage*, too...with extra power where it's needed!

TAKE the thousands of square miles around Baltimore; the thousands of square miles around Pittsburgh.

NO LONGER is purchasing power huddled close to the centers of these cities. Today the swiftly-circulating millions-for-defense have already spread far afield...where mill and factory and farm are booming, *beyond* the metropolitan horizons of yesterday!

MILE after mile along the Allegheny and the Ohio — up and down the Monongahela Valley — smoke-stacks smudge the sky by day and crimson it by night. Wheels turn. And money changes hands. Across three state lines spreads the *expanded* Pittsburgh market of TODAY!

MILE after mile through Maryland — overflowing into Delaware and Virginia — thriving farms and humming factories blanket with new prosperity an area larger than many European countries. That area — *all* of it — is today's expanded BALTIMORE Market!

YOU'VE something new to reach out for — something bigger. And the Red Network of NBC has something new and bigger to help you reach out.

As KDKA and WBAL, 50,000-watt stations in Pittsburgh and Baltimore, join NBC Red, they bring hundreds of thousands of *new* radio families within the areas served by the "Network Most People Listen to Most" — hundreds of thousands of new families eager to buy TODAY.

UNCHALLENGED DOMINANCE

In Baltimore

WBAL 50,000 WATTS

In Pittsburgh

KDKA 50,000 WATTS

NBC *Red* NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

vate hands throughout any foreseeable emergency. For my part I should whole-heartedly oppose any proposal to "take over" radio broadcasting,—though I have never heard such a proposal from any source worthy of serious consideration. I concur with President Lafount's suggestion of coordination of program requests. We at the Commission will be happy to cooperate in forwarding such a constructive idea.

There is one other aspect of the impact of defense on broadcasting which I want to mention before leaving the subject to the capable hands of Gen. Cummins, and that is the matter of foreign shortwave broadcasts beamed on this hemisphere.

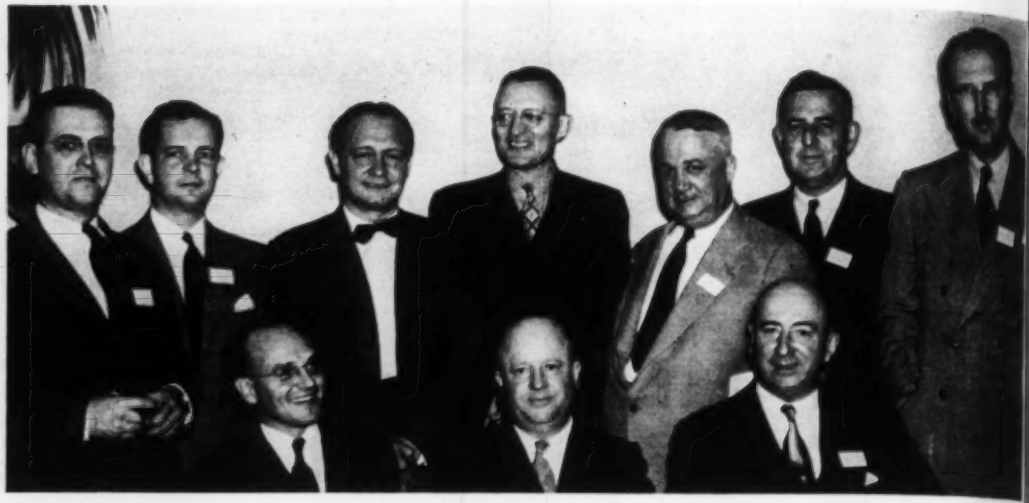
Monitoring Activity

During the past year, the Commission has established a Foreign Broadcasting Monitoring Service to record, digest, analyze and report on foreign broadcasts. Monitoring posts operated 24 hours a day by our National Defense Operations Section pick up foreign broadcasts in a score or more of languages, including Arabic, Icelandic and four dialects of Chinese; transcribe them, analyze them, and transmit their essence to interested government officials. The Monitoring Service reports that propaganda of all kinds from many countries is being poured into the Western Hemisphere by shortwave almost every hour of the day and night. We actually record half a million words daily. The question thus arises whether these broadcasts constitute a threat to American morale.

It seems to me that, paradoxically enough, the answer lies entirely in your hands. So long as American broadcasters give the public full and unbiased news accounts, well-rounded discussions of public issues and private opinions openly labelled as such, it is almost inconceivable that any appreciable portion of the American listening audience will be weaned away from American stations or will give credence to foreign propaganda. But if once listeners begin to lose faith in American broadcasts or begin to feel that your news programs, commentators and public forums are warped or biased, you must expect them to turn elsewhere for their news, with possibly tragic consequences. Foreign shortwave propaganda will become a real threat to American morale on the very day that American listeners lose faith in domestic programs. I know that day will never come.

Let me turn now from matters of defense to other issues. The past year has seen two major steps forward with respect to the opening up of new broadcast fields. Full commercial operation of both television and FM stations has been authorized.

Some of you with long memories may recall the "hullabaloo" which accompanied the Commission's postponement of commercial television a year or more ago until the industry engineers could develop an agreed set of standards. Looking back, I think that there are few competent observers today who would not agree that our caution then was sound. Many of the people who were the loudest in their condemnation of the postponement have since agreed that it was a wise and necessary action.



TEN STRONG, these conventioneers surrounded Glenn O'L. Snyder, general manager of WIS, Chicago, (seated, center), a self-constituted reception committee of one. Seated (l to r): Dalton Le Masurier, KILO, Grand Forks, N. D.; Mr. Snyder; NIB President Harold A. Lafount, WOV, New York. Standing, (l to r): Warren P. Williamson Jr., WKBN, Youngstown; Richard H. Mason, WPTF, Raleigh; Philip G. Loucks, Washington attorney and former manager director of NAB; H. K. Carpenter, WHK-WCLE, Cleveland; Edney Ridge, WBIG, Greensboro; Ralph Brunton, KJBS, San Francisco; Gene Dyer, WAIT, Chicago.

Truth vs. Uproar

There is a moral in this, and I think I would be remiss in my duty if I did not point it out. The moral as I see it is that uproar and commotion do not always or even customarily reveal truth. The Commission, acting after full hearings and consultation with representatives of the industry, sometimes finds itself obliged to take steps which for a time at least may seem unpopular. But the long-range wisdom and rightness of the steps cannot be judged by the temporary tumult they elicit. Noise may not be convincing. These matters must be viewed in a proper perspective, with an eye to the public interest and the good of the industry as a whole.

Now the industry has developed television standards and television is on its way. However, television still faces serious obstacles—chiefly, delays by reason of the defense program. But these are nothing compared with the difficulties it would be facing if it had plunged into unwarranted premature exploitation.

How will the opening up of television and FM affect the standard broadcasting field? I hesitate to prophesy, and yet it seems to me clear that the long-term result of television will be on the whole beneficial to aural broadcasting. I base this prediction upon the fact that broadcasting is essentially an institution of the American home. By strengthening the hold of the home upon families, both television and FM will similarly strengthen the hold of broadcasting in general.

It is true that these newer techniques constitute a challenge to your inventiveness and originality. To retain your present claims to the time and attention of your listeners, you will have to be constantly on the alert for improvements in program quality. But then, that has always been true in broadcasting. To stand still in so fluid an industry is to retrogress. Here is a challenge to broadcasters; I know it can be met as successfully as you have met the challenges of the past. May I leave with you the thought that we shall be ready to move forward with these new services so soon as the curve of wartime economy starts to level out—thus being in a position to alleviate general economic dislocations and at the same time to serve the selfish interests of the industry itself.

Let me turn now to a brief consideration of those Commission proceedings which are concerned with concentration of control over broadcasting facilities.

Not Antagonistic

Some observers claim to distinguish in these Commission proceedings a common factor of antagonism towards the broadcasting industry. Nothing could be farther from the truth. I view the fostering of the American system of broadcasting, and its protection from any unwarranted attacks which may harass it, as one of my prime duties as chairman of the FCC. It is true that there is a common factor underlying our concern with these matters. That common factor is based on a feeling of duty to protect broadcasting, and in particular the private system of broadcasting, from attacks which will otherwise certainly assail and perhaps overthrow it. Let me explain as simply, as frankly and as briefly as I can exactly why the weeding out of monopolistic tendencies in broadcasting is a prime requisite if you gentlemen are to remain undisturbed in your ownership and operation of American broadcasting stations.

The kind of attack to which broadcasting under private auspices might become vulnerable was very forcefully made quite recently before a Senate subcommittee inquiring into moving picture propaganda. It was there charged that a few men had seized control of American microphones and were using their position to propagandize the American people. It was further alleged that these few men wielded far more power than any duly elected representative or responsible government official.

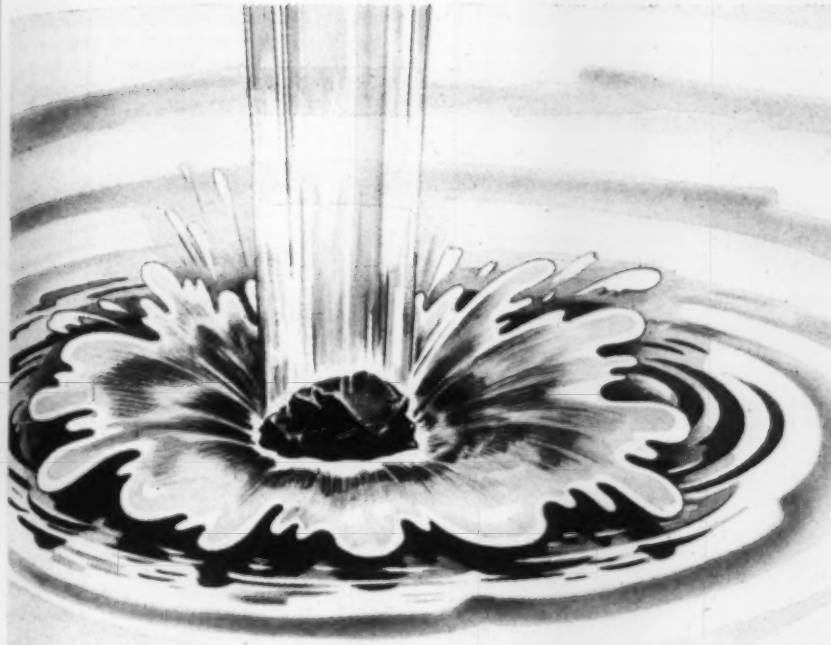
The broadcasting industry has on the whole been comparatively immune from such attacks, though there is no assurance that its relative immunity will continue.

Cites Miller

Mr. Neville Miller undertook to reply in these words:

> It is difficult to believe that charges such as these are made in all sincerity. There are more than 800 broadcasting stations in this country. These stations are operated by men and women of all creeds and political beliefs—Republicans and Democrats, farmers, lawyers, newspaper people—plain business people of all kinds.

Without entering even indirectly into this particular debate, and without commenting even indirectly on either the attack or the defense, I do want to direct your attention to the thought which lay behind these words. The real justification of private ownership of radio is that control can thereby be left, as Mr. Miller says, in the hands of hundreds of "men and women of all creeds and political beliefs," hundreds of everyday



Only the RED gives you WBAL ...only WBAL gives you this!

Only WBAL—Baltimore's one and only 50,000-watt station—blankets the thousands of square miles of booming factories and farms within the rich WBAL defense-payroll zone...an area no advertiser can afford to ignore.

For WBAL hurls your selling message with *ten times* the power of Maryland's next-strongest station . . . and with *six times* the power of ALL other Maryland stations *combined!*

On October first, WBAL joins the network *most* people listen to *most.* We bring an audience prosperous, loyal and large—placing within the Red Network Station Area around Baltimore thousands *more* radio families than ever before! . . . National Broadcasting Company, a Radio Corporation of America Service.

WBAL

BALTIMORE'S ONLY 50,000-WATT STATION
NBC RED NETWORK OUTLET FROM OCTOBER 1

Americans. To the extent that this diversity of ownership and dispersion of control to which Mr. Miller points with pride is a fair description of the facts, to that extent the broadcasting industry will remain impervious to the kind of attack recently launched. But any trend to concentrate this control anywhere will lay broadcasting under private control open to even more insistent attacks, to which it may well succumb.

I am willing to stand on my record as a proponent of the private system of broadcasting. I know, however, that that system can in the long run survive only if its primary justification—diversification of control—multiplying and broadening the channels of expression—is a truth imbedded in the day-to-day operation of the industry rather than a pious sentiment to be dragged out of the cubbyhole and aired on a ceremonial occasion. And that is why I conceive it as the Commission's primary duty, the duty in terms of which both the Commission and the industry will eventually be judged, to see to it that you station owners, men and women of all creeds and political beliefs—Democrats, Republicans, farmers, lawyers, plain business people of all kinds—remain in control of your own destinies, and remain in control of America's microphones.

The 'Only Road'

That duty is the common factor underlying our concern with those current practices and conditions which involve concentration of control. And let me say to you as emphatically as I can that the road mapped out by the Commission is the only road that private broadcasting can take if it wishes to survive. If the industry takes the other road, the road towards concentration of power in the hands of a few men however competent, it will sooner or later succumb to the kind of attacks we have recently witnessed.

Let me say just a few words more about each of these Commission proceedings. The network broadcasting regulations, as you know, were to have gone into effect early last month. During the course of the summer, informal conferences were held with representatives of the networks, in the course of which it appeared that the chief bone of contention was the wording of one of the eight regulations—the one governing option time, and even on that narrow issue the networks were unable to agree among themselves.

With respect to the ownership of more than one station in a community by one licensee or set of interests, I would prefer not to comment, since the matter is now under adjudication. With respect to the investigation of newspaper-radio relationships, however, I think it proper to repeat an assurance contained in the original announcement of the inquiry. The investi-

(*Continued on page 48*)

THIS GROUP didn't have to hire a hall to talk national spot with Clair Heyer (standing, extreme right), radio director of Armour & Co., and a former station executive, who came to greet old friends. Seated (l to r): A. N. Armstrong Jr., WCOP, Boston; Harold E. Smith, WOKO-WABY, Albany; Arthur Simon, WPEN, Philadelphia. Standing (l to r): Steve Cisler, WGRC, Louisville; Hal H. Seville, WBAX, Wilkes-Barre; Richard W. Davis, WNBC, New Britain, Conn.; Gregory Gentling, KROC, Rochester, Minn.; Gordon P. Brown, WSAY, Rochester; Mr. Heyer.

Gen. Cummins Praises Industry's Role In Contributing to National Defense

RADIO's contribution to the national defense in keeping the public informed and in maintaining morale is only the beginning of the job ahead, Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps Area, told the special convention of National Independent Broadcasters last Monday in Chicago.

Citing the part radio has played and is destined to play in the war scene, Gen. Cummins declared that as the crisis deepens, "We are going to call upon you to do a great deal more, and I am sure that you will respond." The Army, he asserted, has many radio needs, and broadcasting, as an industry, will be called upon for ever-increasing contributions because the men in it are experts in a field involving the psychology of their millions of listeners.

Praises Industry

Commending the industry for the work already done, General Cummins said the Army is appreciative of the splendid way in which broadcasters have met their responsibilities. The radio industry, he said, has given the public truth and American broadcasters "by keeping their heads, have kept faith with the vast listening public".

Gen. Cummins also commended radio for the manner in which broadcasters have cooperated in publicizing the national defense program. The industry has helped "put across the message of our people that time is of the essence in the all-out effort for democracy". Radio's finest artists have brought entertainment and cheer to the men in the camps, he said, and in short, "have made a brilliant record of patriotism and cooperation with defense activities".

The precise functions of radio in the immediate future cannot be defined, Gen. Cummins observed. Whereas in World War I the Army made use of the press and motion pictures, radio now for the first time vaults into the forefront of media of expression and opinion. Just how radio will be used will depend upon many unpredictable factors, such as the possibility, though remote, of military combat occurring in areas where American radio stations are located. "Quite naturally," he observed, "stations in such areas will be taken over and used by the military forces. Such temporary disclocations are to be expected in time of war.

"Such a situation and the possibility of certain stations in the long band being used as homing stations by enemy aircraft, are, of course, matters of concern to the radio industry. The patriotism which the radio industry has already shown, the unhesitating manner in which it has already placed itself at the disposal of the War Department, its eagerness to cooperate in fulfilling its mission, is very gratifying to those of us who are charged with the responsibility for national defense.

A Big Job

"Just what is radio's mission in war time? Certainly no other industry's mission is more important, since no other industry reaches such vast audiences of people, bringing the spoken word—official news or Government pronouncements — directly and immediately from the scene of action or from the seat of Government. Radio's task is several fold: To keep the nation informed, and to inspire a loyalty of country, a pride in the Army and Navy.

"Radio must also keep open the channels of trade and commerce, and thus justify its economic existence; it must interest and retain large audiences of people before their loudspeakers, so that those audiences may be reached instantly, when information is to be relayed to the civilian population without loss of time or coverage. Radio must also provide the opportunity for the expression of honest diversity of opinion and ideas in accord with the democratic principles which we are defending, but, at the same time it should uphold those principles by denying the microphone to those who would promote social, racial or religious strife and discord."

From the personnel standpoint Gen. Cummins said, a relationship has existed between the Army and radio antedating the present emergency. The Signal Corps has had many technicians in its reserve branch and a large group of such specialists now hold commissions. Pointing out that the demand for men with technical background and training in radio is very great, the officer said that newcomers into the army from the industry are quickly placed in responsible positions or are given specialized training at various service schools whenever their qualifications warrant.

Covering Maneuvers

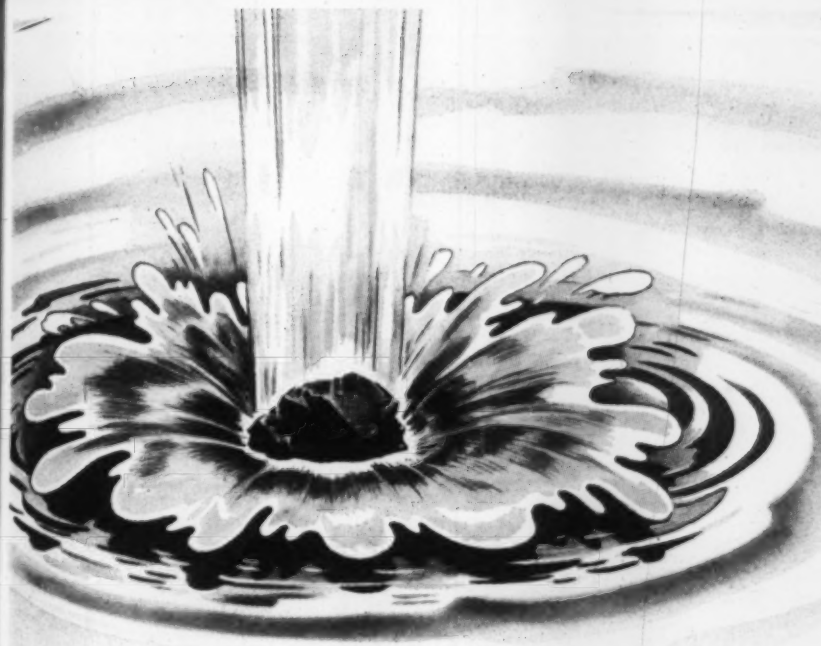
American broadcasters have done "a magnificent job" in the handling pick-ups of field maneuvers. It was no easy job to present a picture of the simulated warfare to the public, he said.

Pointing out that at the outset of the emergency the War Department recognized the importance of broadcasting, Gen. Cummins recited how Ed Kirby, public relations director of NAB, has been selected by the Army to organize the radio branch of the Bureau of Public Relations and given a leave of absence from the NAB. Named civilian aide to the Secretary of War, Mr. Kirby has organized a staff of specialists and writers, all drawn from the industry, to translate the Army's needs to networks and small stations alike. The job has been expertly done, he said.

"Radio also has done an outstanding job in building morale," he continued. "Programs dedicated to soldiers have aroused great enthusiasm in bringing into each American home, into each Army camp, confidence and faith in the national defense effort, "the radio industry serves a new purpose, stands at the threshold of a new period in its existence. That is radio's relation to the army. That is radio's relation to democracy."

Kate's Chats Renewed

GENERAL FOODS Corp. has renewed *Kate Smith Speaks* on 72 CBS stations Monday through Friday, 12-12:15 p.m. The program format will remain unchanged, featuring interviews and discussions of a wide variety of topics and press association bulletins read by Ted Collins. On Monday, Wednesday and Friday commercials promote Calumet Baking Powder and Swansdown Cake Flour; but on Tuesdays and Thursdays, commercials are split with 22 eastern stations carrying a sales message for Diamond Crystal Salt. The latter account is handled by Benton & Bowles while Young & Rubicam, the agency on the Calumet and Swansdown accounts.



Only the RED gives you KDKA ...only KDKA gives you this!

Pioneer radio voice of the world, and Pittsburgh's *only* 50,000-watt station, KDKA reaches up and down the rich regions of the Tri-State area—all well inside the defense-prosperity zone—with the impact that *only* a 50,000-watt station can deliver!

That's *ten times* the power of Western Pennsylvania's next-strongest station ... more than four times the power of *all four* other Pittsburgh stations *combined!*

On October first, Westinghouse Station KDKA takes its place in the NBC RED Network. Which is another way of saying that the station most people listened to *first* joins the network most people listen to *most!* . . . National Broadcasting Company, a Radio Corporation of America Service.

KDKA

PITTSBURGH'S ONLY 50,000-WATT STATION
NBC RED NETWORK OUTLET FROM OCTOBER 1

Industry Must Show It Is Indispensable During the War Period, Lafount Asserts

THE WHOLE future of commercial broadcasting rests upon the type of service the industry renders during the critical war period and the burden is upon the industry to prove that its service, in the highest sense of the word, is "indispensable", Harold A. Lafount, former member of the Federal Radio Commission and president of NIB, told the special convention of the organization in his keynote address Sept. 22 in Chicago.

Declaring that the task will not be easy and that changes in regulations governing radio can be expected during the national emergency, Mr. Lafount called upon both Government and industry to work toward the common goal of maximum public service. Some of the orders the industry may be asked to carry out may appear radical, if analyzed in the light of normal conditions, he said, but there is reason to believe that any emergency rules which may be adopted will be withdrawn with the return to normalcy.

Radio Is Ready

The industry is now well-established to undertake the "stupendous task of building morale and spreading information to help safeguard our great democracy," Mr. Lafount said. "We are quite ready to accept this challenge. We enlist for the duration."

Confronting the industry are some complicated problems growing out of the fact that groups with which radio must do business are not required to operate "in the public interest", Mr. Lafount said. Music publishers and other agencies on whom radio depends for programs, operations and sales, are not regulated by the Federal Government, he pointed out. In this connection, he said he was not satisfied with the contracts offered by ASCAP, BMI, SESAC, or AMP, but that "with the help of the representatives of these agencies and of Government officials," the industry hoped to become better acquainted with the status of these problems and that the NIB convention would move toward working out of satisfactory solutions.

Mr. Lafount said he was concerned about the music problem because he believed the time had come when stations should build more local programs, recognize and use more local talent and more fully serve local needs. While the networks are doing an outstanding job, he said he was not willing to assign his obligation to operate in the public interest to the chains or anyone else.

Government Time

Alluding to the vast amount of time being devoted to Government programming, he pointed out that this has a definite bearing on the subject of competition in radio. While the principle of competition is good, he said in practice it can be carried "to the point of extermination". When a new station of the same class is licensed to operate in a particular community, he pointed out, prices are cut to meet the competition, while operating costs remain constant or may increase.

Consequently, more time must be sold and stations are forced to highly commercialize in order to

(*Continued on page 50*)

Hecker Cereal Discs

HECKER PRODUCTS Corp. began a 39-week campaign for its cereals starting Sept. 29 on eight stations using a 15-minute transcription *Judy & Jane* Monday through Friday. The program has already started on WOR, New York. Stations starting at the later date were WFIL, Philadelphia; WBEN, Buffalo; WRAW, Reading, Pa.; WBZ, Boston; WBZA, Springfield; WSYR, Syracuse; WTRY, Troy, and KSFO, San Francisco. The series was transcribed by World Broadcasting System. Maxon Inc., New York, is agency.

Sperry Candy Adds

SPERRY CANDY Co., Milwaukee (Denver Sandwich), has placed one-minute spot announcements three to six times weekly on the following additional stations: WOWO WOOD - WASH WIBM WKZO WJIM WKBZ WGN WFMJ WERC WPIC WWVA. Agency is Arthur Meyerhoff & Co., Chicago.

ASSOCIATED MUSIC PUBLISHERS, New York, in the near future is adding to its catalog the theme song of the new CBS Saturday morning sustainer, *Jones & I*, 10-10:30 a.m. The song, as yet unnamed, was written by Organist Charlie Paul, who plays it on each program.

Registration List of NIB Chicago Convention . . . . .

William A. Alfs, WJR, Detroit
Edward A. Allen, WLVA, Lynchburg, Va.
A. N. Armstrong Jr., WCOP, Boston
Ralph Atlass, WIND-WJJD, Chicago

Harry Bannister, WWJ, Detroit
Haroid Bangert, WDAY, Fargo, N. D.
Hope H. Barroll, WFBR, Baltimore
H. W. Batchelder, WFBR, Baltimore
Tams Bixby, KBIX, Muskogee, Okla.
John Blair, John Blair & Co., Chicago
Milton Blink, Standard Radio, Chicago
George Blumenstock, WSKB, McComb, Miss.
John L. Booth, WJLB, Detroit
L. E. Bredberg, KTSM, El Paso, Tex.
H. J. Brennen, KQV, Pittsburgh
Lewis Brenner, KTHS, Hot Springs, Ark.
Gordon P. Brown, WSAY, Rochester, N. Y.
Ralph R. Brunton, KJBS, San Francisco
S. B. Brunton, KQW, San Jose, Cal.
Robert J. Burton, BMI, New York City

Jim Cosman, WPAT, Paterson, N. J.
Leonard D. Callahan, SESAC, New York City
V. E. Carmichael, KWK, St. Louis
H. K. Carpenter, WHK-WCLE, Cleveland

Frank E. Chizzini, NBC, Thesaurus, Chicago
Arthur B. Church, KMBC, Kansas City
S. A. Cisler, WGRC, Louisville
Marie E. Clifford, WHFC, Cicero, Ill.
George D. Coleman, WGBI, Scranton, Pa.
Maurice C. Coleman, WAGA, Atlanta
J. B. Conley, WOWO-WGL, Ft. Wayne, Ind.
Robert T. Convey, KWK, St. Louis
Chas. R. Cook, WJPF, Herrin, Ill.
Joe Corrigan, KWFT, Wichita Falls, Tex.
E. B. Craney, KGIR, Butte, Mont.
Art Croghan, WJBK, Detroit, Mich.
Claude C. T. Culmer, SESAC, New York City
Maj. Gen. Cummins, U. S. Army
Thomas R. Curran, United Press, Chicago

W. J. Damm, WTMJ, Milwaukee
Richard W. Davis, WNBC, Hartford
Dietrich Dirks, KTRI, Sioux City, Ia.
Jack M. Draughon, WSIX, Nashville
Joe DuMond, KBUR, Burlington, Ia.
Charles F. Duvall, Fisher & Wayland, Washington, D. C.
Gene T. Dyer, WGES-WAIT, Chicago

C. L. Egner, NBC Thesaurus, New York City
F. C. Eighmey, KGLO, Mason City, Ia.
Ralph G. Elvin, WLOK, Lima, O.
Haydn Evans, WTAQ, Green Bay, Wis.

John E. Fetzer, WKZO, Kalamazoo, Mich.
E. T. Flaherty, KSCJ, Sioux City, Ia.
A. J. Fletcher, WRAL, Raleigh, N. C.
James L. Fly, FCC, Washington
Edwin G. Foreman Jr., Foreman Co., Chicago
G. F. Fourrier, WHIP, Chicago
George T. Frechette, WFHR, Wisconsin Rapids, Wis.
Leo Fitzpatrick, WJR, Detroit

Greg Gentling, KROC, Rochester, Minn.
Russell Gohring, WSPD, Toledo
Emile J. Gough, SESAC, New York City
Howard N. Greenlee, WAOV, Vincennes, Ind.
Jack O. Gross, KFWB, Los Angeles

Gustav M. Hagenah, SESAC, New York City
C. T. Hagman, WTCN, Minneapolis
Charles L. Harris, WGRC, Louisville
Carl Haverlin, BMI, New York City
E. I. Heaton, KTSW, Emporia, Kan.
Leslie G. Hewitt, KFMB, San Diego, Cal.
Clair Heyer, Armour & Co., Chicago
Edward E. Hill, WTAG, Worcester
Edward Hoffman, WMIN, St. Paul
George P. Hollingbery, Chicago
Herb Hollister, KANS, Wichita, Kan.
Robert M. Holt, WCLS, Joliet, Ill.

WORDS ABOUT MUSIC held this group of NIB-ers together, in BMI's exhibit room. Left to right: E. E. Hill, WTAG, Worcester; Bill O'Neil, WJW, Akron; Jack M. Draughon, WSIX, Nashville; Clarence C. Leich, WGBF-WEOA, Evansville, Ind.; Edwin M. Spence, WWDC, Washington, NIB managing director; Andrew W. Bennett, NIB general counsel.

Thad Holt, WAPO, Birmingham
James F. Hopkins, WJBK, Detroit
Stanley Hubbard, KSTP, St. Paul
W. D. Hudson, WJZM, Clarksville, Tenn.
William F. Huffman, WFHR, Wisconsin Rapids, Wis.
E. C. Hughes, KFWB, Los Angeles
Clair B. Hull, WDZ, Tuscola, Ill.
Earl C. Hull, WHLD, Niagara Falls, N. Y.
Bob Hurleigh, Press Assn. Inc., New York City
W. C. Hutchings, Associated Recorded Progressive Serv., New York City
W. E. Hutchinson, WAAF, Chicago

Dan Jayne, WELL, Battle Creek, Mich.
Jay A. Johnson, WTAX, Springfield, Ill.
Les Johnson, WHBF, Rock Island, Ill.

Sydney M. Kaye, Broadcast Music Inc., New York City
Doris Keane, WHIP, Chicago
O. J. Kelchner, WMMN, Fairmont, W. Va.
Robert S. Keller, Associated Music Publishing Co., New York, N. Y.
Stanton P. Kettler, WHIZ, Zanesville, O.
Frank King, WMBR, Jacksonville, Fla.
Gerald King, Standard Radio, Hollywood
Walter Koessler, WROK, Rockford, Ill.

Harold A. Lafount, WOV, New York City
C. J. Lanphier, WEMP, Milwaukee
M. Lasensky, Wincharger Corp., Sioux City, Ia.
John J. Laux, WSTV, Steubenville, O.
Clarence Leich, WGBF-WEOA, Evansville, Ind.
Dalton Le Masurier, KDAL, Duluth
Harvey R. Le Poidevin, WRJN, Racine, Wis.
Merrill Lindsay, WSOY, Decatur, Ill.
Howard Loeb, WFDF, Flint, Mich.
George Losey, KHMO, Hannibal, Mo.
Philip G. Loucks, Washington, D. C.
D. R. Lounsberry, WGR-WKBW, Buffalo
Ben Ludy, WIBW, Topeka, Kan.

H. L. McCracken, KVRS, Rock Springs, Wyo.
L. W. McDowell, KFOX, Long Beach, Cal.
Ben S. McGlashan, KGFJ, Los Angeles,
C. P. MacGregor, Hollywood
Reggie Martin, WIZE, Springfield, O.
Richard H. Mason, WPTF, Raleigh, N. C.
John L. Merdian, WSTV, Steubenville, O.
A. J. Meyer, KPOW, Powell, Wyo.
P. J. Meyer, KFYR, Bismarck, N. D.
John B. Millis, United Press, Indianapolis
Wallace Mitchell, United Press, Minneapolis
Robert E. L. Moore, Transradio Press, Washington, D. C.
William I. Moore, WBNX, New York City
Clem Morgan, KVGB, Great Bend, Kan.

Tom Nobles, WDEF, Chattanooga
Ed Norton, WAPI, Birmingham
Gilmore N. Nunn, WLAP-WCMI-KFDA, Lexington, Ky.

Gene O'Fallon, KFEL, Denver
Bill O'Neil, WJW, Akron, O.

Nick Pagliara, WEW, St. Louis
John G. Paine, ASCAP
John F. Patt, WGAR, Cleveland
S. H. Patterson, KSAN, San Francisco
S. J. Paul, Broadcasting Magazine
Roy O. Pearson, WHFC, Cicero, Ill.
Angus D. Pfaff, WHLS, Port Huron, Mich.

Earl C. Reineke, WDAY, Fargo, N. D.
Edney Ridge, WBIG, Greensboro, N. C.
Glenn D. Roberts, WEMP, Milwaukee
George Roesler, Foreman Co., Chicago
Reed T. Rollo, Washington, D. C.
Rayburn Rose, WLBJ, Bowling Green, Ky.
Eugene J. Roth, KONO, San Antonio

A. B. Sambrook, World Broadcasting System, New York City
F. D. Schurz, WSBT, South Bend, Ind.
W. J. Scripps, WWJ, Detroit
Don Searle, KOIL-KFAB-KFOR, Omaha
L. M. Sepaugh, WSLI, Jackson, Miss.
H. H. Sevile, WBAX, Wilkes-Barre, Pa.
Alex Sherwood, Standard Radio, Chicago
Allen T. Simmons, WADC, Akron
Arthur Simon, WPEN, Philadelphia
H. W. Slavick, WMC, Memphis
Calvin J. Smith, KFAC, Los Angeles
H. E. Smith, WABY-WOKO, Albany, N. Y.
J. Porter Smith, WGRC, Louisville
R. G. Soule, WFBL, Syracuse, N. Y.
Burt Squire, SESAC, New York City
Elliott Stewart, WIBX, Utica, N. Y.
Ben E. Stone, KOOS-KVAN, Marshfield, Ore.
George Storer, WSPD-WWVA, Toledo-Wheeling
T. W. Symons Jr., KXL, Portland, Ore.

O. L. (Ted) Taylor, KGNC, Amarillo, Tex.
Lloyd C. Thomas, KGFW, Kearney, Neb.
Mims Thomason, United Press, Chicago
Robert M. Thompson, KQV, Pittsburgh
M. E. Tompkins, BMI, New York City
Oscar Turner, NBC Thesaurus, New York City

Wythe Walker, Walker Co., Chicago
F. P. Wallace, WWJ, Detroit
Victor J. Waters, Dept. of Justice, Washington
Ralph N. Weil, Hearst Radio, Chicago
Pierre Weis, Lang-Worth, New York City
Ralph Wentworth, Lang-Worth, New York City
Art Westlund, KRE, Berkeley, Cal.
James E. Wetherell, Victor J. Andrew, Chicago
W. P. Williamson, Jr., WKBN, Youngstown, O.
Howard H. Wilson, Howard Wilson Co., Chicago
Ronald B. Woodyard, WING, Dayton, O.

George W. Young, WDGY, Minneapolis

If You Want to Make a Splash in Baltimore—Use WBAL!

There are a quarter of a million radio homes in the *high intensity* area of 50,000-watt WBAL... a million folks with money to spend.

If you sell food, for instance...there's a *hundred million dollar* market waiting for you.

If it's drugs you purvey...there's *seventeen million bucks* to be had. Whatever you sell, you've got an opportunity to get a slice of the *four hundred million* retail sales in this important trading center.

Yes sir, Baltimore is a whale of a big market...a big market that takes plenty of power to reach and move. When you come into Baltimore, you can't afford to make a little ripple that will be swallowed up.

You've got to make a big splash... and that means WBAL!

WBAL

MEANS BUSINESS IN BALTIMORE

Radio Advertising in Latin America

Exporter's Problems in Considering Local Stations vs. Shortwave

By J. J. CLAREY Jr.

FROM THIS ARTICLE by the foreign advertising manager of Bristol-Myers Co., important user of radio time, who is also vice-president of the Export Advertising Assn., sponsors and prospective sponsors with export distribution in Latin American markets will derive pertinent first-hand information about the proper and effective use of broadcast advertising via Central and South American stations, most of which operate on much the same private commercial pattern as those in the U. S. This article first appeared in the 'Export Trade & Shipper.'

WHILE radio broadcasting and advertising has been established in Latin America for over a decade, it is, to American exporters, still a new medium for reaching the citizens of foreign countries. It is, therefore, helpful to review some elementary facts.

The total population of Latin America, exclusive of English-speaking territories, is roughly 130,000,000, of whom 46,000,000 are in Brazil. This population is scattered over an area that extends southward from our Mexican border for about 6,000 miles.

The greatest width of the continent of South America itself is 3,300 miles, but if we include Mexico and Central America, this breadth will increase to almost 6,000 miles. While a large part of this area is ocean, it will give some idea of the territory that must be covered by radio advertisers in Latin America.

Contrasting Races

Although there are about 83,000,000 people in Spanish-speaking America, they cannot be considered homogeneous. On the Pacific side, we find that large numbers of the natives are Indian, or of mixed Indian blood. In contrast, on the Atlantic side, we find many Negroes, or people of mixed Negro blood. Argentina, Uruguay and Chile are notable exceptions, as they are peopled with stock that is almost 100% European.

This point is not alien to an article on radio advertising, as it explains the marked differences in idiom and accent encountered in Latin America. (Compare Cuba, Mexico and Argentina.) It helps us understand the contrasts in native music. (The African influence in the Cuban rumba or Brazilian samba; the Indian influence in the haunting melodies and folksongs of Mexico; the Latin influence in the cadent, triste tango of Argentina.)

The culture, politics, economics, architecture and living habits of these peoples have also been affected by purely physical factors, such as altitude, climate, natural resources, etc. We, who use radio, must not forget this lack of homogeneity. We should strive to study and understand these differences.

There are two methods of radio advertising now offered American exporters. One is radio broadcasting *in Latin America* through local stations either singly or in networks in each individual country. The other is radio broadcasting *to Latin America* through shortwave stations in the United States with or without local rebroadcasts.

In and To

It is my opinion that the first of these—radio advertising *in* Latin America—is the one most deserving of the American export advertiser's consideration at this time. Radio advertising *to* Latin America has great potentialities for the future, as I shall point out later on. Now, however, let us look at what is available to us through radio advertising in Latin America.

Each country in Latin America has its own local stations. It is to these stations that the natives prefer to listen, whether their radio receivers be longwave or combination long and shortwave. In several countries, notably Argentina and Mexico, radio has made tremendous strides. Each of these countries has at least two local stations transmitting 50,000 watts longwave, with powerful simultaneous shortwave broadcasts. Both of the two principal stations in Argentina offer chain broadcasts of their programs, thereby covering the entire country.

Cuban Progress

Cuba, too has greatly strengthened its position within the last year. At one time, Cuba had too many stations, each fighting for the listener's attention. Some time ago, a number of the stations decided to consolidate and formed the Cadena Azul. This chain has stations in the most important centers of Cuba, linked together by telephone line. Its chief rival, Station CMQ, also has associated stations, linked together through the less satisfactory rebroadcast of shortwave. Together they now dominate the market. Colombia, which has had good stations in its more important cities now claims a 50,000 watter, in Bogota.

Because of the great distances between population centers in Colombia, several attempts have been made to form a chain. It now remains to be seen whether Radio Continental can bridge these distances. If not, a chain of stations is inevitable. Rumors of chain broadcasting in Mexico crop up from time to time, but with powerful stations broadcasting from the capital long and shortwave simultaneously, the lack of a chain is not an acute problem.

[Editor's note: Two Mexican networks have since been reported under the auspices of the Ascarraga stations XEW and XEQ; see BROADCASTING, July 28, p. 45].

All the other countries in Spanish Latin America have satisfactory stations within their own borders. In fact, the advertiser, both local and American, would be better off in some of these places, if there were fewer stations than at present, for, as has been proved in Mexico, Argentina and now in Cuba, a few, good, powerful stations are to be preferred to many low-powered ones.

In Brazil It's Different

Brazil is different from her neighbors in respect to radio stations. Brazil's buying power is found in urban centers along its 3,000-mile coast. The distances between these coastal cities, plus possibly the contour of the coast itself makes it impossible for one station to cover the market satisfactorily. Telephone line hookups are impracticable, except between Rio and San Paulo. Therefore, the radio advertiser, like the newspaper advertiser, must perforce use an outlet in each important city.

Before leaving this subject of local radio stations, it is helpful to recall that the more powerful stations do give some international coverage. Chileans listen regularly to Argentine broadcasts, as is proved by the mail the radio performers and advertisers receive. Uruguay and Paraguay also tune in. In the North, especially in the Caribbean area, Puerto Rican and Cuban stations are heard in many of the countries. Mexico has a number of listeners in Central America, as well as the Antilles.

I recall on my last visit to the interior of Cuba having a druggist tell me that he listened the night previous to our radio program. I said: "Last night? Why, our program in Havana wasn't broadcast last night." Much to my surprise, he countered: "Not the Havana broadcast. The Mexican one."

What I have said in the preceding paragraphs substantiates my opinion that if an American exporter is looking for radio coverage in Latin America, he can get it today by advertising in Latin America, through the local stations.

Talent, of Course

No discussion of radio advertising in Latin America, no matter how sketchy, would be complete without some reference to programming and talent. Argentina and Mexico are the only two countries where one finds a good supply of local talent. Cuba is a poor third. All the other Spanish-speaking countries, with the rare exception of a few artists, present a serious problem to the advertiser when it comes to creating first-class entertainment.

I said that in Argentina and Mexico there is a good supply of local talent. I do not mean, however, that it is ample. Unlike the United States, only a few artists perform exclusively for one sponsor. As a result, many artists run the continual risk of becoming hackneyed through too frequent appearances before the microphone. The same applies to orchestral and choral groups.

Rehearsals are much shorter than in the United States. Frequently, important groups of performers are absent from rehearsals because they are broadcasting for some other sponsor at rehearsal time. I, personally, while supervising programs in Argentina, have seen the entire string section of our orchestra tiptoe into the studio three minutes after we went on the air.

In fairness to the stations and performers, let me say that the basic cause for this condition is one of pesos and centavos. A name orchestra in Argentina will be paid between $10,000 and $20,000 m/n per month. There are few advertisers who can afford to assume this expense exclusively. The sales potentialities of the market reached will not permit such lavish expenditure. The station, therefore, is obliged to parcel out the expense to several advertisers. This is also true of many famous artists.

Quiz Shows, Too

Entertainment offered to radio listeners in Latin America runs the entire gamut from drama to quiz shows. I doubt if there is any type of entertainment used in the United States that has not its counterpart in Latin America. The most striking difference, however, is one of showmanship. Showmanship is to entertainment, whether radio, screen or stage, as a chef is to the culinary art. When it comes to showmanship, the United States

POWER - WHERE POWER COUNTS MOST!

FROM dams to dollars is a direct line in the rich Tennessee Valley, the heart of the industrial south. More than $500,000,000.00 worth of dams feed industrial energy to hundreds of factories throughout this entire territory.

And WLAC, soon to go to 50,000 watts, will cover this sales-packed area with a strong, clear signal ... a radio power where power counts most.

May we give you further details?

TOP CBS PROGRAMS

COVERED FULLY AND INTELLIGENTLY BY

WLAC
Nashville

J. T. WARD, Owner • F. C. SOWELL, Manager

going to 50,000 WATTS this fall

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

is in a class by itself. For example: Many stations in Latin America broadcast phonograph records exclusively. No one of them, however, has attained the success for its advertisers or profit to itself as has Station WNEW in New York. The answer: Showmanship.

To me it is a logical transition from a discussion of program difficulties in Latin America to an exploration of shortwave broadcasting *to* Latin America from the United States, because it is in the field of programming and showmanship that I believe we can make our most useful contribution to radio entertainment south of the border. Before pointing out such advantages, however, let us first look at the disadvantages, as I see them:

First, there is a dissatisfying lack of information regarding the penetration, the dependability, and the clarity of the shortwave signal. There are no authentic data regarding the number of listeners. If you buy shortwave, you must buy it on faith. Of course, one hears much of the number of letters received.

A shortwave broadcast of a much publicized sporting event which was picked up for rebroadcast by 130 local stations in Latin America produced some 35,000 odd letters. To me, this is not convincing. In the Argentine, our company has received 20,000 letters as the result of one broadcast of our regular program through the El Mundo chain. More than 50,000 letters were received in that same month.

Secondly, there is the undeniable preference at the present time of Latin Americans to listen the their own stations. These listening habits have been built up over years of active broadcasting and will not be easily broken. There are still more longwave receivers in use than shortwave sets. The wavelengths of their local stations are well known to the natives and the programs are tuned in conveniently, quickly and clearly.

It will require a deep, penetrating knowledge of Latin American characteristics to create the type of high-class entertainment that will wean listeners from the local stations. The accents of announcers, and artists, even though enunciating most correct Spanish, are "antipatico" to listeners. Each country has its own peculiar type of dialect, its own preferred form of humor, its own well-developed use of idiom.

A Matter of Money

Lastly, there is the very important factor of cost; cost of time and cost of talent. To my mind, there is no justification for assessing the export advertiser high rates for shortwave broadcasts at this time. More information must first be obtained regarding circulation and other pertinent factors. American advertisers can now buy full hour in Class A, Spanish broadcasts, with full discounts, at from $4,000 to $10,000 per year.

UNDERGROUND WITH BBC: Left photo shows a BBC engineer in full ARP equipment entering an air raid shelter at a transmitting station "somewhere in England". Right photo shows Clare Lawson Dick and Margot Osborne, two BBC secretaries, in their sleeping quarters at one of the BBC underground offices.

In the United States, many sponsors spend as much on talent as they do on station time. Obviously, therefore, an appropriation for a year's contract for shortwave broadcasts, including time and talent, may run into considerable money, especially when considering the modest budget of the average export advertiser. Price is definitely a restraining factor.

Despite these disadvantages, the writer has high hopes for the possibilities inherent to shortwave broadcasting, but only on one condition, which is that the broadcast companies in this country "team-up" with the local stations in Latin America and form a chain of important radio outlets strategically located in the principal population centers. With such a chain, we could begin to eliminate the serious disadvantages already outlined. With the important Latin American stations tied into shortwave broadcasting, we would no longer have to worry about listening habits; speculation about circulation would be greatly eliminated; the owners of both longwave receivers and shortwave sets would be prospective listeners; our Latin American neighbors could then tune in our programs easily, conveniently, quickly and clearly.

Accent on Accents

Most important of all, the American advertiser could then afford to spend the necessary money for creating high-class entertainment, as under such conditions, there would be only one charge for talent which could be spread over the entire Latin American market. We would still have the problem of accents, but I feel that our listeners would be less critical of accents if the show itself were highly entertaining. People are seldom hypercritical when they are well-pleased.

Furthermore, I think in time there would evolve a modified Spanish pronunciation acceptable to all Latin Americans, in the same way that stage and screen artists of England and the United States now use a form of pronunciation for English that is acceptable in both countries and permits the free interchange of artists. This condition, however, will come about only as a result of close cooperation on the part of American export advertisers and shortwave broadcasters. In this connection one of the executives of NBC recently told me that, in selecting their Spanish announcers, they endeavor to choose only those who speak in neutral accents.

In closing, let me say that no criticisms which I have made in this article should be taken as a lack of faith on my part in radio advertising *in* Latin America and *to* Latin America. I have merely tried to give my honest opinions. I have faith in the effectiveness of radio advertising *in* Latin America, otherwise our company would not now be sponsoring some 18 programs in the more important cities throughout South and Central America.

I am hopeful, too, for the future of advertising *to* Latin America, and have recently embarked on an interesting experiment with a shortwave station in this country. From this trial of shortwave broadcasting, I hope to learn much, and perhaps help to contribute to the further growth of this potentially important addition to the tools available in export advertising.

Canadian Assn. Meetings

DIRECTORS of the Canadian Assn. of Broadcasters will meet in Toronto Oct. 6-8 for joint sessions with the directors of the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies. The CAB directors will also discuss where the CAB annual convention is to be held next January.

Leigh White, Flannery, Murrow Return to U. S.

LEIGH WHITE, CBS correspondent formerly in the Near East, who has been in the hospital for several months with serious leg wounds suffered when the Greek train he was riding was machine-gunned by German bombers, now partially recovered and walking with the aid of a cane, left Lisbon for U. S. on the Clipper, Sept. 27. On arrival in New York he will make several broadcasts on CBS telling of his adventures and of conditions in the Near East. Later he will leave for an extended vacation.

Harry Flannery, CBS correspondent in Berlin since last year when he relieved William L. Shirer, will return to the United States on the Clipper leaving Lisbon Oct. 2. Howard Smith, who has been Mr. Flannery's assistant in Berlin, will remain as CBS correspondent. Returning to the United States at the same time will be Mrs. Ed Murrow, wife of the CBS correspondent in London. Mr. Murrow himself is expected to return to the United States shortly, being replaced by Bob Trout, CBS news announcer.

NBC Files Arguments On WHDH 850 Grant

ARGUMENTS of NBC in its appeal from the FCC decision authorizing WHDH, Boston, to operate fulltime on the 850 kc. clear channel of KOA, Denver, have been filed with the U. S. Court of Appeals for the District of Columbia by Duke M. Patrick, Philip J. Hennessey Jr., A. L. Ashby and Henry Ladner, NBC counsel. No answering brief has been filed by the FCC legal staff, which has 20 days from the filing date of the appellant brief, Sept. 15, to respond.

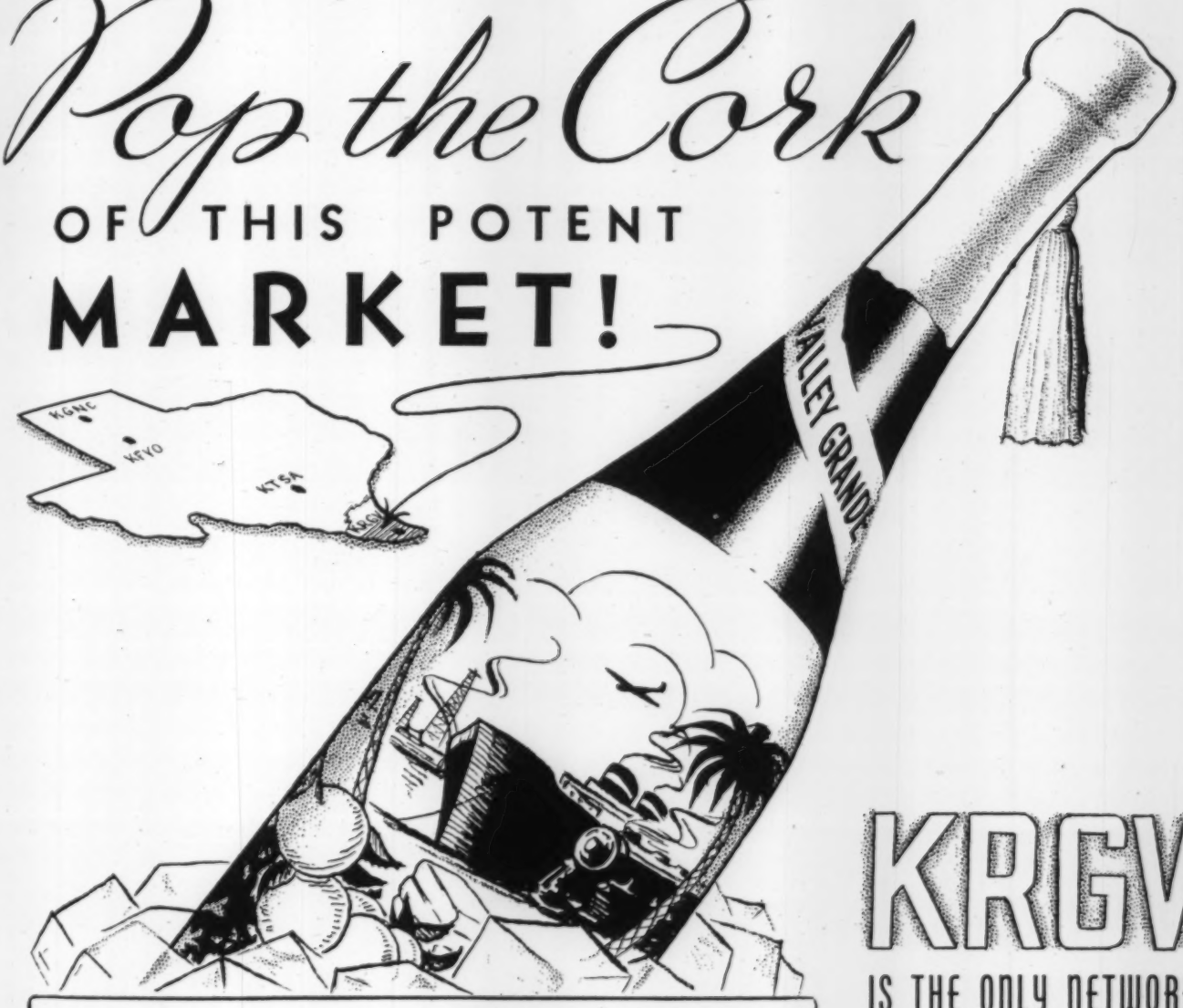
The KOA-WHDH case is regarded as a test to determine future FCC policy on maintenance of clear channels. The NBC brief holds that the Commission's WHDH grant is void through violating both the Federal Communications Act and the Fifth Amendment, that the order making the grant was "the result of arbitrary and capricious action", that the result reached violates Section 307 (f) of the Act, that all action taken on the WHDH application is void and violates Section 40[illegible] (a) of the Act, and that the FCC erred in denying NBC's petition for rehearing [BROADCASTING, June 16].

Armstrong Dramas

ARMSTRONG CORK Co., Lancaster, Pa. (Quaker floor coverings), will present an original romantic drama written shortly before the broadcast against a background of one of the headline news events of the week in its new series *Armstrong's Theatre of Today*, which starts Saturday, Oct. 4, 12-12:30 p.m., on 100 CBS stations [BROADCASTING, Aug. 11]. George Bryan, CBS news reporter, will open each program with a short summary of world events, featuring the news story being used to set the locale of the play. Leading actors from Hollywood, Broadway and radio will take the roles. Cameron Hawley supervises the programs with Frank Linder directing.

Pop the Cork

OF THIS POTENT MARKET!



Valley Grande is a blend of 40 cities and towns equivalent in population to Texas' Fourth City. It's a market of rare vintage this year. Removal of planting restrictions adds millions to the usual $30,000,000 winter vegetable and citrus crop. Important, too, are its thousands of bales of cotton; innumerable beef cattle; increasing tourist trade; 4,000,000 barrels of oil during 1940; $8,500,000 worth of defense construction; facilities for 5,400 well-paid officers and men in addition to two old-established U. S. forts. This market is on ice for alert advertisers who place schedules now over K R G V, the Valley's only network outlet.

KRGV

IS THE ONLY NETWORK STATION WHICH COVERS THE RICH LOWER RIO GRANDE VALLEY AT ALL TIMES!

One of the Taylor-Howe-Snowden Group

Get the attractive Combination Rate
On These Four Close-knit Stations.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

News Sponsorship Sought in Canada

CAB Also Seeks Increased Power Grants From CBC

RELAXATION of the rule barring commercially sponsored news commentators on Canadian stations, power increases for Canadian broadcasters, and revisions in the regulations covering sponsored newscasts were discussed by executives of the Canadian Assn. of Broadcasters with the board of governors of the Canadian Broadcasting Corp. at Ottawa at the board's first autumn meeting, Sept. 15-16. No decisions were announced but the board promised to take the matter of relaxation of commercially sponsored commentators under consideration.

This would allow Canadian stations to bring in commentators from American networks, as well as Canadian commentators. Easing of the regulations on the sponsored newscasts is understood to have been suggested by Canadian Press, and would allow advertisers to sponsor news directly and give a commercial. No change is to be made in the ruling forbidding commercials in the body of the news. Canadian Press now sells news through a subsidiary Press News Ltd.

Power Survey

No decision was given by the board on this change, but a meeting with the Canadian Press on the subject was likely. Pending the completion of the CBC survey on station reception, no decisions were announced regarding power increases for Canadian broadcasters. The CBC hopes to have the survey completed before the end of the year, having been handicaped through loss of a number of members of the engineering department to the armed services. Decisions on these subjects are expected at the board's next session in November.

The CBC recently announced a new regulation eliminating the use of more than one station in a city for a simultaneously sponsored network program. A number of Canadian advertisers have been and were planning on using two or more stations in one city simultaneously for a network show. This the CBC feared would lead to a monopoly of the air in that city at any one time. Canadian advertising agencies are understood to agree to the ruling, provided it is equally applied to all advertisers. The ruling does not apply to sustaining network programs.

Williams Food Test

R. C. WILLIAMS & Co., New York (Royal Scarlet food), has signed a one-year contract for sponsorship of Zeke Manners & His Gang on WNEW, New York, 7:30-7:45 p.m., Monday, Wednesday and Friday. Other stations may be added later. Agency is Alley & Richards, New York.

BUICK HORN TALKS

Spots for New Buicks Utilize Sonovox Tricks

UTILIZING the Wright-Sonovox acoustical device for articulating sound [BROADCASTING, Aug. 11], Buick Motor Co., Flint, Mich., from Sept. 29 to Oct. 4 will use approximately five spots a day on 46 stations in 32 markets to announce the new 1942 Buick. The tuned chord of the Buick horn articulates "Bet-ter-r . . . Buy . . . Buick" as the opening and closing of the WBT transcribed spots, placed by Arthur Kudner Inc., New York.

The Sonovox, which is controlled by Free & Peters, the representative firm, has heretofore been used in a few radio programs for novelty effects and this is said to be its first use as a commercial radio device.

The effect of sound forming words is obtained through the Sonovox amplifying unit that makes any sustained sound "speak" through the use of the human larynx. In operation, twin units are placed against the throat of an announcer who is a trained articulator. The articulator makes no audible sound; the human larynx acts as a sound-box as the sound comes through the unit, and he merely breaks up the sound into words.

INCREASE IN POWER FOR THREE OUTLETS

IMPROVED operating conditions for three broadcast stations were authorized by the FCC last Tuesday. WAWZ, Zarephath, N. J., operated by the Pillar of Fire, church organization, and sharing time with WBNX, New York, was granted 5,000 watts day with directional antenna on 1380 kc., continuing with 1,000 night but using the directional both day and night. KRKO, Everett, Wash., was granted fulltime on 1370 kc., taking over the hours formerly used by KEVR, Seattle, recently shifted to 1090 kc. with 250 watts. KRNR, Roseburg, Ore., now 100 watts night and 250 day, was granted 250 watts fulltime on 1490 kc.

Hearings were ordered on the applications of Yankee Broadcasting Co., New York City, seeking 1,000 watts fulltime on 620 kc.; Newark Broadcasting Corp., Newark, seeking 5,000 watts fulltime on 620 kc.; WSOY, Decatur, Ill., seeking 10,000 watts on 1560 kc. Also ordered to consolidated hearing were the rival applications, all for 250 watts on 1240 kc., of R. O. Hardin, Nashville; Tennessee Radio Corp., Nashville; John R. Crowder, Columbia, Tenn.; Birney Imes and Robin Weaver, Murphreesboro, Tenn. All seek the facility when vacated by WSIX, Nashville.

Dessert Introduced

TAYLOR-REED Corp., Mamaroneck, N. Y., on Sept. 22 announced appointment of Smith & Sweeney Inc., New York manufacturers' representatives and food merchandisers, to introduce Tumbo, a chocolate pudding, in the metropolitan New York market. A merchandising campaign has been started on WNEW, New York, on Martin Block's *Make-Believe Ballroom*. W. I. Tracy Inc., New York, handles the account.

"THESAURUS

Letters like these PROVE Big-Name talent, plus material, sign up

WHEN audiences send fan-mail to stations, praising NBC Thesaurus shows . . . that's old stuff. We've learned to expect it—by the ton.

But when *stations* send "fan-mail" to us—that's something you ought to know about!

The two letters on the opposite page are typical of many others . . . telling us how NBC Thesaurus helps to sell station-time. As one of these two letters puts it, with pardonable enthusiasm, "Thesaurus sells itself!"

Well . . . why? Talent in NBC Thesaurus is one reason. You get the *big names* at small cost. The big names that advertisers go for . . . the big names that listeners prefer! Excellence of reproduction in NBC Thesaurus is another reason. Thanks to *NBC Orthacoustic*, your transcription

THESAURUS OCTOBER 1st RELEASE FEATURES NEW MUSICAL GROUPS

Beginning a new fall program of recording for its library service, *NBC THESAURUS*, NBC Radio-Recording Division has announced that the October 1st release to subscribers will contain the work of three important musical groups new to *THESAURUS*.

In the dance band field, this release presents the first of a series of popular selections by Lawrence Welk and his "Champagne Music".

The nationally popular Negro rhythm singers, Golden Gate Quartet, are the second group. Already featured on their own network program, in night clubs, and on records, they will be presented in a special THESAURUS program production "I Hear the Southland Singing", for which they have recorded an original musical theme.

Third is the Sammy Herman Trio, novelty rhythm group. This trio will be programmed on the THESAURUS series, "From A to Z in Novelty", which presents a constantly changing parade of novelty singing and instrumental combinations.

Completing this first-of-the-month release are five production numbers by Allen Roth and his Orchestra for "Symphony of Melody"; and a number of selections by the Symphony and Salon Orchestras.

Last week another series of numbers were recorded for *THESAURUS* in Chicago by Horace Heidt and His Musical Knights. These are planned for release within the next month and will be programmed on Heidt's own *THESAURUS* program.

..SELLS ITSELF!"

it!.. Lifelike recording of greater variety of program sponsors *fast!*

equipment delivers *live* quality, with studio flavor preserved!

And *variety* of program types in NBC Thesaurus is important, too! You can give more advertisers the "something different" that they're after... for there are 25 varied program series supplied with regular weekly continuity. *One new subscriber reports the sale of 23 of these 25 programs to local advertisers within 3 months after starting the service!*

You should have the complete Thesaurus story. Write our nearest office today!

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

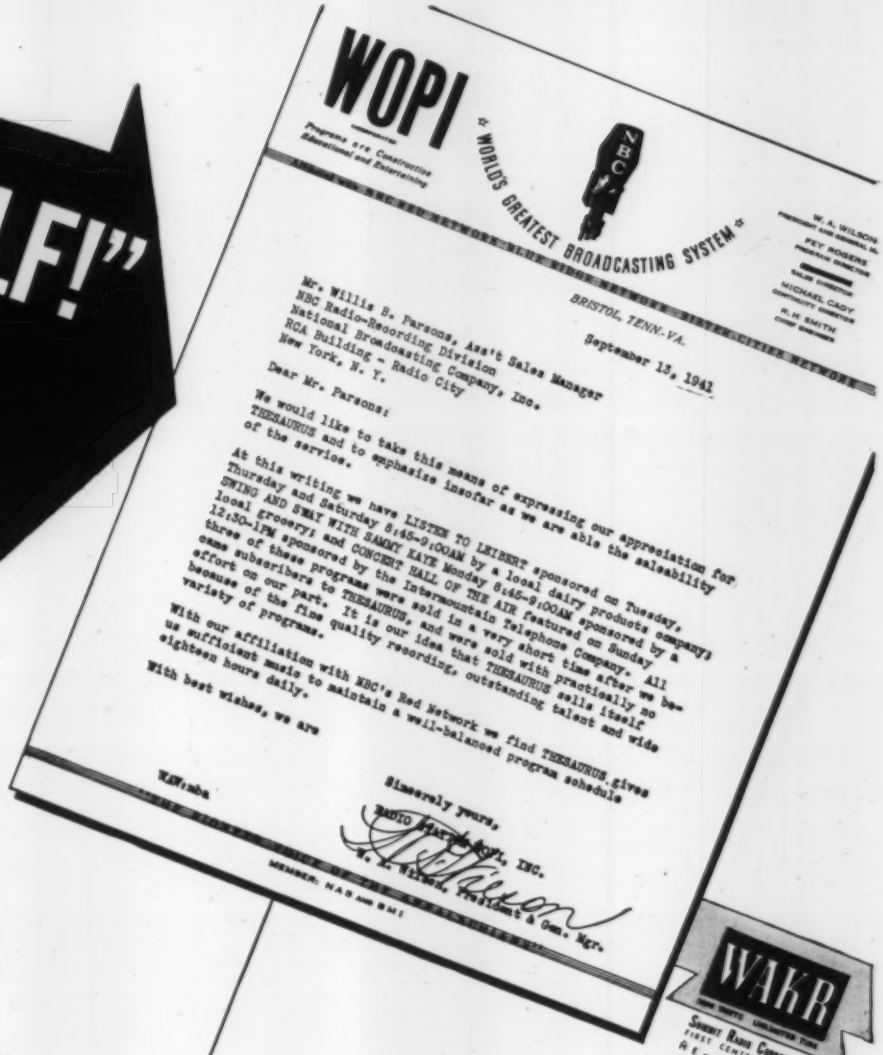
A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

ADVERTISERS AND AUDIENCES GO FOR THESE BIG NAMES!

Charlie Barnet	Richard Leibert
Al Donahue	Vincent Lopez
Shep Fields	Carson Robison
Horace Heidt	Allen Roth
Harry Horlick	John Seagle
Sammy Kaye	Thomas L. Thomas

... and many others



WOPI
"WORLD'S GREATEST BROADCASTING SYSTEM"
BRISTOL, TENN.-VA.

September 13, 1941

Mr. Willis B. Parsons, Ass't Sales Manager
NBC Radio-Recording Division
National Broadcasting Company, Inc.
RCA Building - Radio City
New York, N. Y.

Dear Mr. Parsons:

We would like to take this means of expressing our appreciation for THESAURUS and to emphasize insofar as we are able the saleability of the service.

At this writing we have LISTEN TO LEIBERT sponsored on Tuesday, Thursday and Saturday 8:45-9:00AM by a local dairy products company; SWING AND SWAY WITH SAMMY KAYE Monday 8:45-9:00AM sponsored by a local grocery; and CONCERT HALL OF THE AIR featured on Sunday 12:30-1PM sponsored by the Intermountain Telephone Company. All three of these programs were sold in a very short time after we became subscribers to THESAURUS, and were sold with practically no effort on our part. It is our idea that THESAURUS sells itself because of the fine quality recording, outstanding talent and wide variety of programs.

With our affiliation with NBC's Red Network we find THESAURUS gives us sufficient music to maintain a well-balanced program schedule eighteen hours daily.

With best wishes, we are

Sincerely yours,

RADIO [illegible], INC.

W. A. Wilson, President & Gen. Mgr.

WAW:ba

MEMBER: NAB and BMI

WAKR
SUMMIT RADIO CORPORATION
FIRST CENTRAL TOWER
AKRON, OHIO

August 23, 1941

National Broadcasting Co. Inc
Radio Recording Division
RCA Bldg
New York, N Y

Attention: Mr. Willis B Parsons

Dear Mr. Parsons:

We are pleased to enclose herewith our renewal contract for THESAURUS, as we would not be renewing the contract. We have used it as our primary Library Service and it has filled the bill admirably. We have found that THESAURUS, with its large variety of program material and outstanding Artists, has enabled us to present well rounded transcribed programs of high caliber. The large number of new releases received monthly has been most helpful, particularly during the transition period that occurred during the music copyright controversy. The quality of reproduction afforded by the Orthoacoustic recordings is almost life-like, and we have received many comments as to the high quality of our transcribed programs.

Needless to say, we have been very well pleased with THESAURUS, or we are looking forward to another year of pleasant association.

We wish to thank you for the cooperation received in the past, and

Sincerely,

S Bernard Berk
President

SBB:OF

New Stations Authorized by the FCC
During First Nine Months of 1941

* Asterisk indicates station already on the air.
† Dagger indicates call letters not yet issued.

ARKANSAS

KFFA, Helena—CP issued to Helena Broadcasting Co.; partnership of J. Q. Floyd, motor transportation business; John T. Franklin, ice, coal and furniture dealer; Sam W. Anderson, school superintendent. Granted July 16; 250 watts on 1490 kc.

CONNECTICUT

*WSRR, Stamford—Licensed to Stephen R. Rintoul, account executive of the Katz Agency, New York. Granted Feb. 13; 250 watts on 1400 kc.

CALIFORNIA

KPAS, Pasadena—CP issued to Pacific Coast Broadcasting Co.; J. Frank Burke, chief owner of KFVD, Los Angeles, president, 87.5% common stockholder; Melvyn Douglas, movie actor, 13.33% preferred; George C. Fischer, retired, 13.33% preferred; Eleanor Lloyd Smith, owner of various realty and other projects, 13.33% preferred; numerous other stockholders, none holding as much as 10% preferred or common. Granted Sept. 9; 10,000 watts on 1110 kc.

KWKW, Pasadena—CP issued to Southern California Broadcasting Co.; Marshall S. Neal, local merchant, president-treasurer, 43.61% stockholder; Edwin Earl, 13.8%; Lee A. Ragan, salesman of KIEV, Glendale, vice-president, 5%; H. H. Cooper, KIEV salesman, secretary, 5%; 10 other stockholders none holding more than 10%. Granted Aug. 22; 1,000 watts daytime on 1430 kc.

KPRO, Riverside—CP issued to Broadcasting Corp. of America; W. L. Gleeson, owner of an optical firm and associated with Miller Adv. Agency, Oakland, president, 56% stockholder; E. W. Laisne, with the same optical firm, vice-president, 20%; Phil Davies, banker, 20%; Loyal C. Kelley, attorney, secretary, 2%; John B. Smith, attorney, 2%. Granted May 26; 1,000 watts on 1450 kc.

FLORIDA

WWPG, Lake Worth—CP issued to Lake Worth Broadcasting Co.; Charles E. Davis, city commissioner, president, 48% stockholder; Robert S. Erskine, realtor and banker, 20%; Ralph C. Roberts, furniture dealer, vice-president, 16%; Jerrold F. Jacob, attorney and city judge, secretary, 4%; Roy E. Garnett, banker, treasurer, 4%; Tom G. Smith, mortician, 4%; R. E. Branch, banker, 4%. Granted July 9; 250 watts on 1340 kc.

GEORGIA

*WGAA, Cedartown—Licensed to Northwest Georgia Broadcasting Co.; O. C. Lam, theatre and farm owner, president-treasurer, 82.5% stockholder; R. W. Rounsaville, vice-president-secretary, 16.7%; Joe W. Lam, .8%. Granted May 6; 250 watts on 1340 kc.

ILLINOIS

WLDS, Jacksonville—CP issued to a partnership of Hobart Stephenson, teacher, Illinois School for Blind; Milton Edge, local A&P supervisor; Edgar J. Korsmeyer, bookkeeper and accountant. Granted May 22; 250 watts daytime on 1150 kc.

INDIANA

†NEW, Lafayette—CP issued to WFAM Inc.; O. E. Richardson, half owner of WJOB, Hammond, president, 33 1-3% stockholder; Fred L. Adair, half owner of WJOB, vice-president, 16 1-6%; Robert C. Adair, treasurer, 16 1-6%; J. Gibbs Spring, secretary, 33 1-3%. Granted July 30; 100 watts on 1230 kc.

IOWA

*KBUR, Burlington—Licensed to Burlington Broadcasting Co.; E. L. Hirsch, attorney and banker, president, 20% stockholder; J. Tracy Garrett, publisher of the *Burlington Hawk-Eye Gazette* (deceased), 20%; 14 other business men of Burlington, none holding more than 5%. Granted Feb. 5; 250 watts on 1490 kc.

*KROS, Clinton—Licensed to Clinton Broadcasting Corp.; Peter Matzen, president Arzen Laboratories, proprietary manufacturers, president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share. Granted Feb. 5; 250 watts on 1340 kc.

KENTUCKY

WSON, Henderson—CP issued to Paducah Broadcasting Co.; Pierce E. Lackey, operator of WPAD, Paducah, and WHOP, Hopkinsville, Ky., president-treasurer, 95.5% stockholder; W. Prewitt Lackey, insurance man, vice-president, 1.5%; Ezelle Lackey, insurance, 1.5%; Eula McKenney Rivers, 1.5%. Granted May 20; 250 watts daytime on 860 kc.

MASSACHUSETTS

WEIM, Fitchburg—CP issued to Ruben E. Aronheim, local furniture dealer. Granted April 16; 250 watts on 1340 kc.

MISSISSIPPI

*WMIS, Natchez—Licensed to Natchez Broadcasting Co.; P. K. Ewing, manager of WDSU, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, president, 91% stockholder; P. K. Ewing Jr., manager of WGRM, vice-president, 3%; F. C. Ewing, manager of WGCM, secretary-treasurer, 3%; M. M. Ewing, 3%. Granted March 19; 250 watts on 1490 kc.

MISSOURI

*KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier.* Interlocking stockholdings with Lee Syndicate Newspapers: *Davenport* (Ia.) *Times* and *Democrat, Ottumwa* (Ia.) *Courier, Muscatine* (Ia.) *Journal, Mason City* (Ia.) *Globe-Gazette, Madison* (Wis.) *State Journal, LaCrosse* (Wis.) *Tribune & Leader-Press, Lincoln* (Neb.) *Star.* Granted Feb. 5; 250 watts on 1340 kc.

KTTS, Springfield—CP issued to Independent Broadcasting Co.; J. H. G. Cooper, head of plumbing and heating and several other concerns, president and treasurer, 50% stockholder; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 8%; Frank L. Sedgwick, furniture dealer, vice-president, 6%; J. W. Turner, department store owner, 4%; O. E. Jennings, 4%; Mary E. James, 4%; O. M. Griffith, 2%. Granted Sept. 9; 250 watts on 1400 kc.

NEW JERSEY

WTTM, Trenton—CP issued to Trent Broadcast Corp.; 11 stockholders with 25 shares each including Charles Quinn, attorney, president; A. Harry Zoog, manager of WFPG, Atlantic City, vice-president; Richard Endicott, general manager of Atlantic City Steel Pier and hotel operator, treasurer; John F. Trainor, official court reporter, secretary. Granted July 30; 1,000 watts on 920 kc.

NEW MEXICO

KFUN, Las Vegas—CP issued to Southwest Broadcasters Inc.; Ernest Thwaites, retired railroad man, president, 82% stockholder; Ernest N. Thwaites, formerly of KVSF, Santa Fe, vice-president, 16.6%; Dorothy G. Thwaites, secretary, .7%; Laurel Thwaites, .7%. Granted July 16; 250 watts on 1230 kc.

KTNM, Tucumcari—CP issued to partnership of Lester Q. Krasin, radio technician, and Otto A. Krutzner, auto body reconstructor. Granted June 14; 250 watts on 1400 kc.

NEW YORK

WLAN, Endicott—CP issued to Thomas J. Watson, president of International Business Machines Corp. Granted March 12; 250 watts on 1450 kc.

NORTH CAROLINA

WBBB, Burlington—CP issued to Alamance Broadcasting Co. Inc.; B. V. May, hosiery manufacturer, treasurer, 19.23% stockholder. Remainder of stock held by 26 local citizens, none holding more than 10%, with V. Wilton Lane, president; R. R. Isenhour, vice-president; Thomas D. Cooper, secretary. Granted April 29; 1,000 watts daytime on 920 kc.

*WAYS, Charlotte—Licensed to Inter-City Advertising Co.; George W. Dowdy, manager of Belk's department stores of Charlotte and Concord, N. C., president, 1 share; Horton Doughton, department store and hardware merchant and son of Rep. Doughton (D-N. C.), secretary-treasurer, 1 share; B. T. Whitmire, manager of WFBC, Greenville, S. C., vice-president, 1 share. Granted April 16; 1,000 watts on 610 kc.

WGBG, Greensboro—CP issued to Greensboro Broadcasting Co. Inc.; Ralph M. Lambeth, furniture dealer, president, 40% stockholder; Helen McAulay Lambeth, 24% owner of WMFR, High Point, N. C., secretary-treasurer, 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, vice-president, 20%. Granted Aug. 5; 1,000 watts on 980 kc.

NORTH DAKOTA

KILO, Grand Forks—CP issued to Dalton LeMasurier, manager of KFJM, Grand Forks, and operator of KDAL, Duluth. Granted Aug. 22; 500 watts night and 1,000 day on 1440 kc. sharing with KFJM daytime.

OHIO

WFIN, Findlay—CP issued to Findlay Radio Corp.; Cloyce W. Oxley, local typewriter agent, president, 10% stockholder; Wilmer Bayer, manager of local Cocoa Cola bottling company, vice-president, 10%; Fred R. Hover, retail druggist, secretary-treasurer, 10%; Herbert Lee Blye, attorney and onetime owner of WLOK, Lima, 10%; Grace E. Ingledue, former radio instructor at Louisiana State U, 10%; Don T. Decker, 10%; Harve T. Blair, 10%; six others each holding 5%. Granted Aug. 5; 1,000 watts on 1330 kc.

WRRN, Warren—CP issued to partnership of Frank T. Nied, owner of cigar store-restaurant chain in Akron, and Perry H. Stevens, Akron attorney. Granted Aug. 5; 250 watts on 1400 kc.

OREGON

KWRC, Pendleton—CP issued to Western Radio Corp., licensee of KODL, The Dalles; V. B. Kenworthy, president, 50%; Eva O. Hicks, vice-president, 25%; T. M. Hicks, secretary-treasurer, 25%. Granted Aug. 12; 250 watts on 1240 kc.

PENNSYLVANIA

*WISR, Butler—Licensed to David Rosenblum, local department store owner. Granted April 1; 250 watts daytime on 680 kc.

*WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; Sentinel Co., publisher of the *Lewistown Sentinel*, 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%; Thomas C. Matthews, of the same company, treasurer, 33.286%; James S. Woods, same company, .048%. Granted Feb. 25; 250 watts on 1500 kc.

WJPA, Washington—CP issued to Washington Broadcasting Co.; 46 stockholders with 38.5% of the stock held by individuals connected with WSTV, Steubenville, O., with Williams S. Yard, attorney, president, 6.38% stockholder; Louis Berkman, head of WSTV, vice-president, 10.6%; Sherman H. Siegel, attorney, treasurer, 10.6%. Granted Aug. 22; 250 watts on 1450 kc.

SOUTH CAROLINA

*WCRS, Greenwood—Licensed to Grenco Inc.; Douglas Featherstone, attorney, president and treasurer, 80% stockholder; C. A Mays, attorney, vice-president and secretary, 20%. Granted Jan. 7; 250 watts on 1450 kc.

PROGRESS REPORT on the new 5,000-watt plant of WCAO, Baltimore, is made on the scene by L. Waters Milbourne, manager (left) to H. Street Baldwin, Baltimore County Commissioner. The new plant is going up on a site just north of city of Baltimore.

TENNESSEE

WJZM, Clarksville—CP issued to partnership of William D. Hudson, local mayor and agent for Standard Oil Co., and Violet H. Hudson, oil retailer and wholesaler in Christian County, Ky. Granted Feb. 19; 250 watts on 1400 kc.

TEXAS

*KSKY, Dallas—Licensed to Chilton Radio Corp.; A. L. Chilton, chief owner of KLRA and KGHI, Little Rock, president, 90% stockholder; Leonore H. Chilton, secretary-treasurer, 1.75%; James Ralph Wood, .25%. Granted May 6; 1,000 watts daytime on 660 kc.

*KGBS, Harlingen—Licensed to Harbenito Broadcasting Co.; McHenry Tichenor, retired newspaper publisher, president, 25 shares; Genevieve Tichenor, his wife, secretary-treasurer, 75 shares; Hugh T. Ramsey, vice-president, 1 share. Granted Feb. 11; 250 watts on 1240 kc.

VERMONT

*WWSR, St. Albans—Transferred facilities of WQDM, St. Albans, to Vermont Radio Corp.; Lloyd E. Squier, manager and half-owner of WDEV, Waterbury, president, 10½ shares; William G. Ricker, half-owner of WDEV, vice-president and treasurer, 10½ shares; Ernest C. Perkins, 1 share. Granted Feb. 18; 1,000 watts daytime on 1420 kc.

VIRGINIA

*WJMA, Covington—Licensed to John and Marcia Arrington, former operators of WCHV, Charlottesville, Va. Granted April 22; 250 watts on 1340 kc.

*WINC, Winchester—Licensed to Richard Field Lewis Jr., chief owner of WFVA, Fredericksburg, Va. Granted Feb. 4; 250 watts on 1400 kc.

WASHINGTON

*KEVE, Everett—Licensed to Cascade Broadcasting Co. Inc.; Dr. J. R. Bingo, optical company owner and 25% owner of KWAL, Wallace, Ida., president, 30% stockholder; L. E. Wallgren, telephone engineer and radio operator, vice-president and treasurer, 49.2%; C. A. Hamton, radio dealer, secretary, .8%. Granted May 6; 500 watts on 1460 kc.

KTRN, Tacoma—CP issued to Michael J. Mingo, former newspaper editor and executive. Granted May 7; 1,000 watts on 1430 kc.

*KTBI, Tacoma—Licensed to Tacoma Broadcasters Inc.; C. C. Cavanaugh, lumberman, president, 52.5% stockholder; J. T. S. Lyle, banker, vice-president, 22.5%; Harold Woodworth, construction company manager, treasurer, 18.5%; William McCormick, lumberman, 2.5%; C. S. Chapman, lumberman, secretary, 1%; James Dempsey, lumberman 1%; Roy E. Davies, connected with the Standard Paper Co. 1%; B. E. Buckmaster North Pacific Note Co., 1%. Granted May 7; 250 watts on 1400 kc.

WISCONSIN

WOSH, Oshkosh—CP issued to Howard H. Wilson, Chicago station representative. Granted Aug. 5; 250 watts on 1490 kc.

PUERTO RICO

*WIAC, San Juan—Licensed to Enrique Abarca Sanfeliz, sugar refining machinery manufacturer. Granted April 25; 5,000 watts on 580 kc.

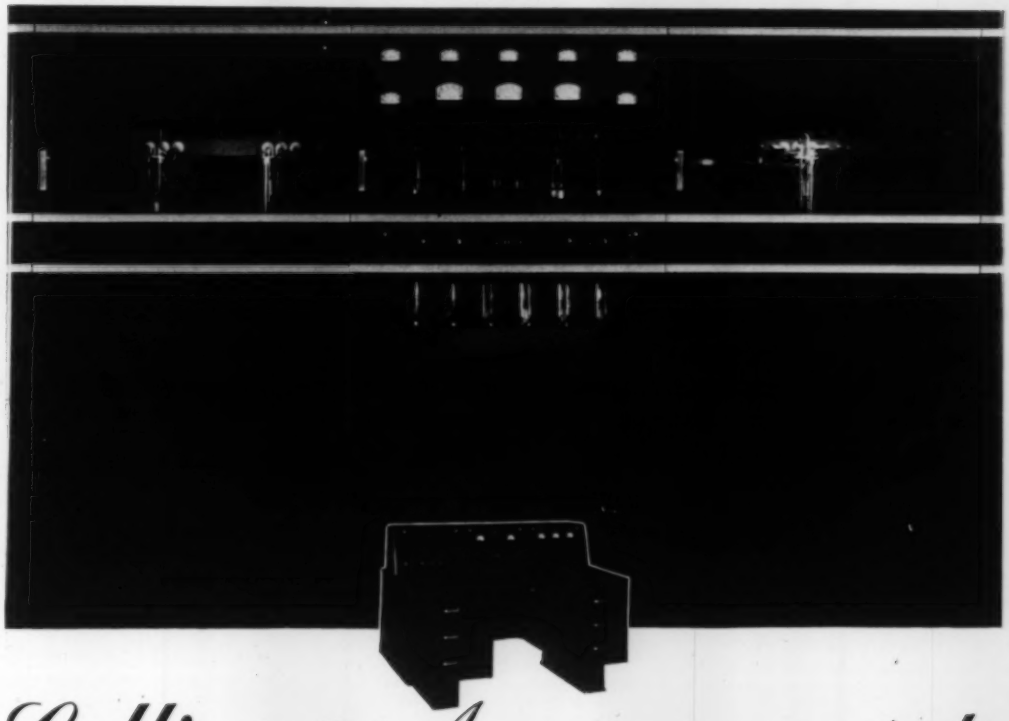
Note: CP issued Feb. 18 to Hawaiian Broadcasting System Ltd. for KHON, Honolulu, 250 watts on 1340 kc., recalled pending further hearing.

Jewelry Tie-Up

IN PROMOTING diamonds for DeBeers Consolidated Mines Ltd., big South African concern, N. W. Ayer & Son, is stimulating local jewelers to do more advertising and has prepared a set of 10 one-minute recordings for use by them on local stations. Availability of the discs is being called to the attention of the jewelry trade in jewelry and department store trade journals in ads which state the recordings are available through the Reuben H. Donnelley Corp., New York, at $10 each. Seven of the recordings are designed for Christmas selling. J. Vance Babb, formerly press chief of NBC, now with Ayer in New York, is handling the promotion.

WHBF powered by COLLINS 21A

serves the booming Tri-City Market, an important United States defense area (Davenport - Rock Island - Moline)



★ ★ ★ ★ *Collins 21A measures up!*

Says WHBF management:

"After most careful study and investigation of all factors concerned WHBF chose Collins 21A," says Les Johnson, WHBF Vice President and General Manager. "We have not been disappointed. Equipment and service is fine, we could ask no more."

WHBF is going places with the new Collins 21A. So, too are its satisfied clients, a rapidly growing list comprising some of the most important buyers of radio time in the nation.

From 100 watts to the Collins 21A 5000 watts power full time in three years and the tripling of its business is the WHBF trend that the wise radio time buyer heeds. He knows behind this activity and growth is alert public service, sound management, progressive policies.

And what a market WHBF serves! Nearly two million people in 52 counties of Illinois, Iowa, and Wisconsin; nearly half a million radio homes; half a billion in retail sales; a billion dollars industrial payroll—these and more comprise the WHBF ½-mv daytime area. Add this to the smooth running Collins 21A, a hard working, capably staffed radio station and you have an unbeatable combination.

alert stations use COLLINS 21A — alert advertisers use WHBF.

besides WHBF
WADC ☆ WGBF ☆ WING ☆ WIND ☆ WBAA ☆ WKBH ☆ WSFA ☆ WSIX
have purchased 21A's

Funds Are Sought To Probe Business

Senate Business Would Look Into Defense Program

ANNOUNCING last Thursday that a million-dollar allotment would be requested of Congress to carry on the committee's work, Chairman Murray (D-Mont.) indicated that attention of the special Senate Small Business Committee would focus initially on the problems of small businessmen in connection with the Government's defense program.

Just what shape the committee's consideration would take was not revealed, although it is expected hearings will be started soon after necessary funds are available, at which testimony will cover a broad field, probably including big businesses' advertising practices.

OPM Activity

Folowing recent conversations with Floyd B. Odlum, well-known financier and director of the new Contract Distribution Division of OPM, Chairman Murray indicated that an immedate function of the committee would be to consider the "extremely muddled" administration of the defense program with an eye to giving small businesses their share of the huge Federal defense orders. Although it is not determined where advertising practices fit into this picture, it has long been felt the advertising and merchandising techniques of big business firms are sure to draw fire from the committee.

Additional pressure in this direction was presaged several weeks ago when a small business section was organized in the Justice Department Anti-Trust Division, headed by Assistant Attorney General Thurman Arnold. Early in September Mr. Arnold and Senator Murray exchanged pledges of cooperation in efforts to alleviate the problems of small business [BROADCASTING, Sept. 8].

With an initial $10,000 allotment, the Special Senate Committee to Study & Survey the Problems of American Small Business Enterprises was formed early in the present session of Congress. The requested $1,000,000 additional appropriation presumably would come from the Senate's contingent fund, and would give the committee sufficient funds to operate for a long time and over a wide field, it was believed. Members of the committee include Senators Murray, chairman; Stewart (D-Tenn.); Ellender (D-La.); Mead (D-N. Y.); Maloney (D-Conn.); Capper (R-Kan.); Taft (R-O.).

SEEKING a regional in Ann Arbor, Mich., Washtenaw Broadcasting Co. has filed for a new station on 1050 to use 1,000 watts fulltime. Principals are Arthur E. Greene, owner of a cleaning and dyeing concern at Whitmore, Mich., president, 40% stockholder; Paul G. Greene, road contractor, secretary-treasurer, 40%; Edward F. Baughn, an employe of WCAR, Pontiac, Mich., 20%.

ADELAIDE REACHES THE LADIES

AMERICAN women control 85% of the nation's buying, but many women who buy do not wish to be "sold".

Adelaide Hawley, editor of WABC's *Woman's Page of the Air*, realizing this idiosyncrasy of her own sex, has built a steadily increasing New York audience by personalized advertising. Two of her present sponsors—Krug Baking Co. and the New York State Bureau of Milk Publicity—provide a unique study of the housewife market.

The New York bureau is distinctive because it is not selling goods competitively; it is not urging the purchase of any special brand of milk; it is not advocating the buying of milk instead of some other beverage. Its sales message is simply—"Buy more milk."

Krug Baking Co. sells coffee, bakery products and a specialized home service, stressing the service angle.

Krug service goes to 90,000 homes in a restricted area—not the whole WABC area. Nevertheless, it has been profitable: It has made listeners "Krug-conscious" in the distribution area and has prepared other areas for distribution when Krug expands to them.

The New York bureau was organized in 1933, by law, when surveys revealed that fluid milk sales had been declining. The cost was to be shared by distributors and farmers jointly. Results of the Bureau's operation were beneficially felt in a short time.

Besides immediate newspaper advertising, local spot broadcasting was started throughout New York State. Then a few experimental spots were purchased on local home economists' programs in various communities. These two forms of broadcasting were studied, and it was decided to concentrate on a home economist program in each locality.

A steady increase in the sale of milk in the New York metropolitan area has occurred during the life of the bureau, while during the same periods surveys in Boston and Chicago have showed a decline. This comparison proves that the change in sales is definitely due to publicity and not economic conditions.

One reason is found in the commercials, emphasizing vitamin content and the nutritive value of milk —more food for less money.

The publicity campaign is definitely of an educational value. Recently Miss Hawley broadcast an offer for a free booklet about milk. The offer was made once a week for 14 weeks. There were 14,000 requests.

The history of Krug Baking Co. broadcasting started shortly after the company was organized in 1928. Its house-to-house service was advertised the following year through a weekly 15-minute program on WOR. The program presented an imitator of bird calls and whistles, but was dropped after 13 weeks. The company did not return to the air until Jan. 8, 1940, when it purchased a participating part in Adelaide Hawley's program.

ADELAIDE HAWLEY

Evidence of the profitable selling is found in a letter from Elmer L. Cline, agency for Krug, upon renewing the contract last year for a fourth consecutive 13-week cycle. Mr. Cline wrote to WABC: "This period, as you know, will complete a full year of consecutive broadcasts, which is evidence that both the Krug Baking Co. and I feel they have been very satisfactory."

Adelaide Hawley knows the economic problems of a housewife, because she is one. She is the wife of Mark Hawley, news commentator on WABC. The Hawleys have one child, a daughter 4. Not long ago they bought a 91-acre farm of marginal land in New Jersey. They planted 70,000 trees to help the fight against soil erosion and deforestation. The land has been restored to the point where they boast of an abundant garden, fruit trees and a profitable investment. The farm house, built in 1756, has been completely remodeled according to Miss Hawley's own plans. When she speaks on the problem of home decorating, she is fully conversant with her subject.

APPRECIATION for his work in arranging radio pickups for the newly-elected Governor Coke Stevenson at Austin was expressed in a recent resolution passed by the Texas State Senate honoring Ken McClure, newscaster of KGKO, Fort Worth. WBAP-KGKO and the Texas Quality Network carried broadcasts of the inauguration ceremonies.

IOWA BARN DANCE OPENS 11TH SEASON

ONE of the most popular features of WHO, Des Moines, the *Iowa Barne Dance Frolic*, will start its 11th consecutive season with the broadcast of Oct. 4. Program, as in the past, will be cooperatively sponsored in quarter and half-hour periods by Mantle Lamp Co., Chicago, for its 11th year; Murphy Food Products, Burlington, Wis., for its fifth season; Flex-O-Glaze Mfg. Co., Chicago, for its sixth year; Consolidated Products Co., Des Moines and Danville, Ill., for its second season; and Miles Laboratories, Elkhart, Ind., which has just negotiated for its first 52-week contract.

The program, which began back in 1931 before an 800 audience in the auditorium of the Palmer School of Chiropractic, now plays before a top theatre audience in Des Moines that once totaled 4,7[illegible] paid admissions. A permanent staff of 96 artists in addition to visiting celebrities broadcast the *Frolic* each Saturday night. Program was inspired by J. O. Malan, vice-president and general manager of WHO, who is credited in some quarters, with having the first commercialized barn dance type broadcast in 1928 on a Chicago station.

Pearce for Camels

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), following a summer lay-off, on Oct. 3 resumes *Al Pearce & His Gang* on 96 CBS stations, Friday, 7:30 p.m. (EST), with West Coast repeat, 7-7:30 p.m. (PST). Besides Pearce, to be featured will be Andy Devine, radio and film actor, who formerly had a spot on the NBC *Jack Benny Show*. Also added will be Hal Borne and Gail Laughton, piano and harp musical team. Bob Erlenborn of CBS Hollywood sound effects department has been signed for a comedy spot. Artie (Kibbee) Auerbach and Mel Blanc, comics, have been re-signed for the current season. Lou Bring continues as musical director with Wendell Niles announcer. Writers are Ed Fimberg, Stan Davis and Marvin Fisher. Bob Cannom is producer with Bill Gay representing W. Esty & Co., Agency servicing the account.

Benny Returns

GENERAL FOODS Corp., New York (Jello-O), for the eighth consecutive season on Oct. 5 resumes *Jack Benny Show* on [illegible] NBC-Red stations, Sunday, 7-7:30 p.m. (EST), with West Coast repeat via transcription on 11 Pacific Blue stations, 8:30-9 p.m. (PST). Cast remains the same as last season. Besides Jack Benny, it includes Mary Livingstone; Eddie Anderson as Rochester; Dennis Day, vocalist; Don Wilson, announcer-stooge, and Harry Baldwin who portrays the Western Union boy and does other off-stage characters. He is secretary to Benny. Phil Harris continues as musical director, with Bill Morrow and Eddie Beloin, gag writers. Murray Bolen is Young & Rubicam producer of the show, with [illegible] Tollinger representing the network.

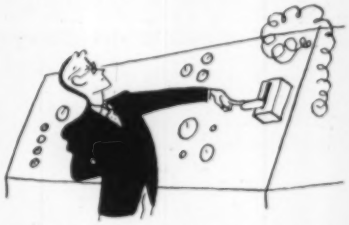
A Mr. Hooper is breaking up my home . . .

"Madam, I control the radio listening habits of hundreds of thousands of people . . ."

My Joe and I are drifting apart.

Joe is a good husband . . . or at least he was until a Mr. Hooper came along.

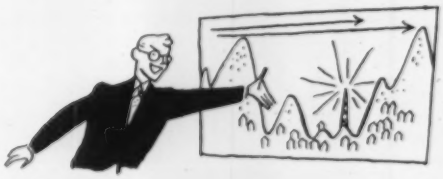
It seems this Mr. Hooper makes surveys or something, and a while ago he (Mr. Hooper) made one on the Pacific Coast and found out that in lots of the cities all of the people (100%) were listening to the Don Lee Network.



"thousands won't hear a peep tonight!"

Well, Joe's job is to pull a lever down at Don Lee that lets the network programs out to the Pacific Coast. He figured that if he didn't pull that lever some night, hundreds of thousands of people wouldn't be able to hear one "peep" out of their radios. Because the mountains and valleys and things keep the other networks from reaching lots of important towns, Joe says.*

It gives Joe a feeling of power when he thinks so many people depend on him (and Don Lee) and, frankly, this feeling of power has been going to his head. For instance, sometimes he leaves the dishes in the sink for two or three days without doing them. And the other night when I came home from Bridge, instead of having supper ready, he merely glanced at me when I came in and said, "Madam, do you realize the listening habits of hundreds



"Joe says it's all due to hills and valleys, etc."

of thousands of people depend entirely upon me?" (and Don Lee)

Joe and I are drifting apart.

What shall I do?

***And Joe is right. With 31 stations, Don Lee is the only network to release programs locally in each of the Pacific Coast markets. Advertisers and agencies may have this survey by writing to Wilbur Eickelberg, General Sales Manager, for complete Hooper Survey.**

Mutual
DON LEE

Thomas S. Lee, Pres., Lewis Allen Weiss, Vice-Pres. Gen. Mgr., 5515 Melrose Ave., Hollywood, Calif.

put yourself in their place!

"Beyond any doubt, our WOR program is the soundest medium of advertising we have used. It has more than repaid us for every dollar spent on it."

a banking concern

"Boy...Oh, Boy! And I mean just that. What a wow of a job you people did on those individual store plugs on WOR!"

a maker of household goods

"When we started on WOR about five months ago, we had less than 50 dealers. Today we have over 600 in WOR's area."

a radio manufacturer

"Our company has made effective use of WOR for the last 14 years. It is greatly responsible for our present success."

a food manufacturer

"WOR is doing a better job than any other station (in New York)—and bringing more results. It is the most successful media we have yet used."

a New York agency timebuyer*

"We are indeed gratified over the results pulled by WOR—especially since there has been no additional sales effort. Also, growing response from out-of-town jobbers and consumers indicates the wide nighttime listening area of WOR."

agency account executive*

TOBACCO MANUFACTURERS—please copy!

A maker of cigars who has used WOR for no more than 3 months, tells us that his sales have increased 32%. In fact, demand for this cigar brand has shown such an increase that this sponsor expects to double his sales.

*names on request

NOTE—These are verbatim excerpts from WOR's file of more than 80 success stories. They are not unusual, but typical of that advantage-for-less enjoyed by those advertisers whose messages are backed by WOR's impact of 50,000 watts.

WOR

—that power-full station

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Subscription Price: $5.00 per year—15c a copy • Copyright, 1941, by Broadcasting Publications, Inc.

Toward Harmony?

EVEN BEFORE radio came of age there were family squabbles, ranging from pea-shooting affairs to rump movements to set up new trade associations. Now another family fight is on, with a well-defined movement toward a new trade association launched under the banner of National Independent Broadcasters, and with the future of NAB involved.

The NIB convention in Chicago last week did not crystallize into a move toward wholesale resignations from the NAB. That is fortunate. There was no precipitate action, and there is time for calm consideration. There still can be industry unanimity on the fundamental considerations, even though certain branches evidently are destined for perpetual conflict.

One thing is evident. Changes are in the offing, whether they be through a reorganization of NAB, building up of NIB as projected, or the operation of two competitive associations. The last move, resulting in a wide-open break, would be deplorable.

Charges are made that the NAB, as at present constituted, is network-dominated and therefore is persona non grata with Washington officialdom. There is also the charge that because of the strength of the networks, independent stations are economically dominated. But the NIB, should it pursue the course of all-out collaboration with the FCC, might place the industry in the strait-jacket of regulatory domination. Neither should be permitted.

The spirit manifest at the NIB convention should not be taken too lightly. Many influential broadcasters were there—a number of them old-timers who haven't attended industry conventions for several years. They admitted that, after years of convention abstinence, they wanted to "get back into radio". They were curious. They wanted to see what sort of leadership is available. Three of the prime movers of an expanded NIB were members of the six-man committee that reorganized NAB in 1938.

We have watched the passing parade in radio practically since the NAB was born nearly a score of years ago. We are confident that no single trade association ever will satisfy all elements in the industry. We're just as confident that an outcropping of trade groups, representing this segment or that, with inadequate personnel, would prove a calamity.

The answer may be the setting up of a Federation of Broadcasters with each group, properly constituted and with paid personnel, functioning under it. It may be that the networks should exclude themselves from the parent operation, just as the press associations are not part of the American Newspaper Publishers Assn. All these questions require deliberation.

The answer should not be prolonged indefinitely. The industry leadership should undertake the task of realignment promptly. Outside influences, whatever their objectives, must be brushed aside. It calls for initiative and work. The stake—the ultimate existence of commercial broadcasting itself—warrants it.

FCC Double-Talk

THE FCC is still muddling through its widely advertised inquiry into the propriety of newspaper ownership of broadcast stations. The going hasn't been so good of late, however, and there are abundant signs that the majority would like to find a graceful way out. It has already benched its chief prosecutor, David D. Lloyd, head of the Commission's own "Junior G-Men", who had rifled newspaper and press association files. Now assigned to the handling of examination is Donald M. Harris, who joined the legal staff Sept. 8, fresh from a New York law firm. He is not to be confused with Thomas E. Harris, senior assistant general counsel, who also had handled part of the prosecution.

But the ways of Government, particularly the FCC, sometimes are strange. FCC Chairman James Lawrence Fly in his impassioned, brilliant and disarming address before the NIB in Chicago last week, said the newspaper investigation is concerned primarily with grants of FM licenses to newspapers. And he observed that *if* any measures or recommendations should grow out of it, "they will not be concerned with existing licenses, but rather to future acquisitions"—and then only to FM.

We have no doubt that Mr. Fly meant what he said. But the scope of the Commission's inquiry and the very terms of the Communications Act itself refute this. The law makes no distinction between standard, FM or any other kind of broadcast staton. Thus, without a basic change in statute, a policy applied to one automatically must apply to the other.

Even more striking is Chairman Fly's comment that regulations, if any, will apply only to "future acquisitions" of broadcast facilities by newspaper interests. The law states and the courts repeatedly have proclaimed that all renewal applications (which automatically come up annually) must be considered on the same basis as original applications. Thus, once the FCC decrees that a license may not be assigned to a newspaper entity, the same policy must be applied to the some 300 existing stations in that class.

Or maybe we don't understand Harvard double-talk.

The RADIO BOOK SHELF

GOVERNMENT use of radio is discussed in a 118-page book titled *An Analysis of the Radiobroadcasting Activities of Federal Agencies*, published by the Radiobroadcasting Research Project at the Littauer Center, Harvard University (50 cents). Director of the project, supported by a Rockefeller Foundation grant, is Carl J. Friedrich, with Jeannette Sayre as research associate. Radio activities of only three Federal branches are discussed with any detail. The compilers of the book obviously found difficulty in boiling down a great mass of material from trade magazines and Government reports.

EXTRA-CURRICULAR activities of an alarming nature for a whole group of the staff members of a Chicago radio station (designated as WMBG, but not located in Richmond, Va.) are chronicled in the new murder mystery, *Some Like It Hot*, by Sidney Marshall [William Morrow & Co., N. Y., $2]. The story encompasses a host of murders involving everyone from agency executives to a young actor-writer. The author is a radio script-writer.

Certified Service

THERE'S THE GERM of an even bigger idea in Joe Weed's suggestion of an "Approved Service" plan whereby local broadcasters would tie up with reputable radio set repair shops, certifying their service and selling them programs or announcements. The president of Weed & Co., station representatives, proposes such a tieup in answer to the recent charges in *Readers Digest* that many radio repairmen get away with unnecessary repairs and undue charges because of the layman's ignorance of the innards of his radio set.

No doubt many a gyp of the public is perpetrated in some radio shops, garages and watchmakers' shops, as was so pointedly revealed in the magazine's survey. No doubt the radio station commercial manager knows, or can readily learn, which are the more reputable repair firms with whom his station would be willing to do business and to whom it would lend its name.

With service and repair becoming an increasingly important factor as defense priorities reduce available stocks of new goods, here is a broad field that can be exploited both commercially and as a local public service. But the station's "seal of approval" should be given and commercials sold only after the most exhaustive investigation of the integrity, facilities and prestige of the service company, for there is nothing so dangerous to station goodwill as an irate customer.

We Pay Our Respects To —

BLAYNE RICHARD BUTCHER

THE SCENE: A confectionary store in Norfolk, Va. Time: 1926. A medium-sized, alert young man, with a kindly smile was behind the counter.

"Raffle ticket? What for?" He was speaking to another man across the counter. "Chance on a Crosley radio set," was the reply. "Silly, the whole idea of radio," the store owner countered, "but if it will help you I'll take the ticket."

The speaker was Blayne Richard Butcher, now radio producer and timebuyer for Lennen & Mitchell, New York.

Right there began a career. Blayne, as it turned out, held the lucky ticket, got the Crosley. Intrigued, he started tinkering with it. He kept it in his store, played it every chance he had. After a while he decided he wanted a more powerful set. Out came several weeks' income for a superheterodyne. "And," says Blayne," "for the next two years I almost wrecked my health playing and tinkering with the thing. "It was fascinating. I got to thinking about radio and its possibilities, and I became a regular 'bug' on the subject."

Next year, while attending a radio show displaying new models, Blayne witnessed his first broadcast. "Announcing looked simple to me," he said, "and I liked the idea. I went up to Jack Light, then manager of WTAR, told him I would like to work for him." He was immediately put on the payroll—but without any pay—as general all-around man.

When the program director quit, Blayne was promoted and was given $15 weekly. But Blayne didn't mind; he still had his store to keep him. Radio was merely a hobby.

During 1928-29, Blayne neglected his business more and more to build up the station's programs. His problem, he says, was trying to build up his department with free talent, and still improve the quality of the broadcasts. During his years with WTAR, the station's personnel grew from 4 to 14 and the station progressed from a part-time, three-hour-a-day schedule to fulltime operation. In 1930, WTAR joined CBS. Blayne Butcher, as Jack Light's right-hand man, was a driving force behind all this growth.

Shortly afterward Blayne looked around him, took stock. He was bored with it all. The urge to move on to bigger things was impelling, a trait since childhood.

Blayne was born Dec. 20, 1902 in rural Blackwell, Okla., where he obtained all his schooling. In 1918, after several futile attempts to get into the Army, he started out to make his way. For two years he worked in oil fields, factories and retail stores in three States. By 1920 he was heading East, shipping on a freighter that docked in Norfolk where his father was in the lumber business. Blayne's mother had died when he was two and his grandparents had raised him in Blackwell.

At Norfolk, he became assistant to the business secretary of the Navy YMCA, and remained from 1921 to 1924 directing various clubs for young boys. There he was active in basketball, tennis, bowling and baseball, sports which still interest him. But by 1924 he again got restless, worked at a few more jobs and decided his was to be the world of business. He bought his store and kept it until 1931.

After Blayne left WTAR, Ed Allen, who was opening a new station in Lynchburg (WLVA), offered him its managership. He took it and stuck at it a few months when he was asked to buy a share in WGH, Newport News. And for the short period, Oct. 1930 to March 1931, Blayne found himself part-station-owner.

Again he took stock. Radio, he decided, was his calling after all. But there was much to learn, and it could only be learned through varied experience in the field, especially at larger stations.

He made a quick decision, sold his business in Norfolk—sold, in fact, everything he owned—packed his remaining belongings in his car and headed West.

The next few years saw the fulfillment of the urge for experience and knowledge of radio. He landed at WBAP, Fort Worth, under George Cranston, now manager; moved to WLW, serving as announcer and jack-of-all trades, and in 1932 began a two-year turn with WCAU, Philadelphia. During that period he practically commuted between there and New York in an attempt to land a job in the big city, which was his goal.

By 1934 Blayne felt he had "arrived". He had transformed his youthful wanderlust to practical ends and had the experience. He convinced Lennen & Mitchell that with his background he was worth a trial. They considered, and he was put on the payroll as general radio assistant to Mann Holiner, then head of the department.

As combination timebuyer and radio producer for Lennen & Mitchell, Blayne has been associated with production of the Woodbury, Pebeco, Sensation cigarettes and Jergens shows. On the Woodbury account he worked with Paul Whiteman, Bob Hope and Shep Fields; on Pebeco, with Eddie Cantor; on Sensations, he produced the Larry Clinton and Sammy Kaye shows. For the last five years he has been in charge of the Jergens Walter Winchell program.

Blayne Butcher points to his years afield as the most valuable training he could have acquired for his present job. The final aim of any account is to please the client and produce results for him; the best way to do it, he avers, is for agency and outlet to work in close cooperation.

Personal NOTES

LEWIS ALLEN WEISS, vice-president and general manager of Mutual-Don Lee network, Hollywood, accompanied by Mrs. Weiss, on Oct. 1 starts a Caribbean cruise, sailing on board the *Ulua* from New Orleans. Mr. Weiss will first attend a Mutual directors meeting in Chicago.

JOHN W. HUNDLEY last week was named assistant director of CBS shortwave programs reporting to William H. Fineshriber who assumed his new duties as shortwave program director Sept. 22 [BROADCASTING, Sept. 22]. Mr. Hundley for the last year has been coordinator of the program and production departments of the CBS shortwave outlet, WCBX. He came to CBS in 1938 as a member of the WABC announcing staff and later became an announcer in the shortwave department.

JACK THORNQUIST has been appointed national sales manager for both WING, Dayton, and WIZE, Springfield, O., with Richard A. Ruppert coming over from WLW-WSAI to become commercial manager of WING, according to Ronald B. Woodyard, vice-president of the Sawyer stations. At the same time C. D. Miller, from KFAB, Lincoln, Neb., was named WING production director, replacing Ranny Daly, now chief of special events.

STANLEY A. MILLER, program director of WMRN, Marion, O., has been appointed assistant general manager. Madge Cooper, women's editor, has been named assistant program director.

PAUL S. ELLISON has been named director of advertising and sales promotion of the Hygrade Sylvania Corp. He was formerly advertising and renewal sales manager of the company's radio tube division.

EDWARD WRIGHT of the commercial department of WATN, Watertown, N. Y., recently married Hilda Mitchell.

JOSEPH RIES, director of public service programs and coordinator of defense broadcast of WLW-WSAI and WLWO, Cincinnati, in mid-September took an indefinite leave of absence.

LAMBERT B. BEEUWKES, station promotion head of KYW, Philadelphia, left Sept. 19 to join WXYZ, Detroit, and take charge of promotion of Michigan Radio Network.

CECIL CARMICHAEL, assistant to James D. Shouse, Crosley vice-president in charge of broadcasting, has been detailed to make a study of broadcasting needs of defense agencies looking toward cancellation of commercial commitments on WLW and WSAI, Cincinnati, as and if required. Mr. Carmichael returned last week from the Army maneuvers in Louisiana where a WLW-WSAI-WLWO staff of seven originated more than 40 programs under his supervision.

JAMES V. PRYOR, formerly of WAJR, Morgantown, and WHIS, Bluefield, W. Va., has joined the commercial department of WISR, Butler, Pa.

AD FRIED, formerly manager of the Santa Cruz Studios of KDON, Monterey, and more recently with KSAN, San Francisco, has been appointed sales promotion manager of KROW, Oakland, Cal.

REX BOWEN, formerly of the sales staff of KYOS, Merced, Cal., has joined KPOY, Sacramento, in charge of sales promotion and publicity.

HARPER M. PHILLIPS, manager of KYUM, Yuma, Ariz., on Sept. 16 married Juanita Shaulis.

TOM ROONEY, assistant to Oscar Zahner of Ruthrauff & Ryan, St. Louis, has joined the sales promotion department of KMOX, St. Louis.

CAPT. DORSEY OWINGS has been detailed as assistant to the executive officer of public relations of First Army headquarters for the duration of the First Army maneuvers in the Southeast during latter October. He is expected to return to his present post in charge of the radio and picture section of the First Army Information office in New York City following the maneuvers.

MAJ. GLADSTONE MURRAY, general manager of Canadian Broadcasting Corp., was a passenger on a bomber recently on the trans-Atlantic bomber ferry route to England, where he has been on CBC business.

NORMAN MacAVOY, formerly of Associated Radio Sales, has joined the New York office of William G. Rambeau Co., representatives.

CLAIR R. McCULLOUGH, president of WGAL, Lancaster, Pa., was in charge of the discussion on radio problems at the conference of advertising agency heads sponsored by the Pennsylvania Newspaper Publishers Assn. Sept. 22-23 in Harrisburg, Pa.

VAUGHAN A. KIMBALL, advertising manager of KGNO, Dodge City, Kan., was married recently to the former Audrey LeCrone.

BEHIND the MIKE

GRAHAM McNAMEE will be master of ceremonies for the *Treasury Hour* when that program shifts from CBS to NBC-Blue on Sept. 30, 8-9 p. m. [BROADCASTING, Aug. 25].

EUGENE B. VAUGHN, merchandising manager of WSPD, Toledo, has been elected to the Board of Governors of the Toledo Advertising Club.

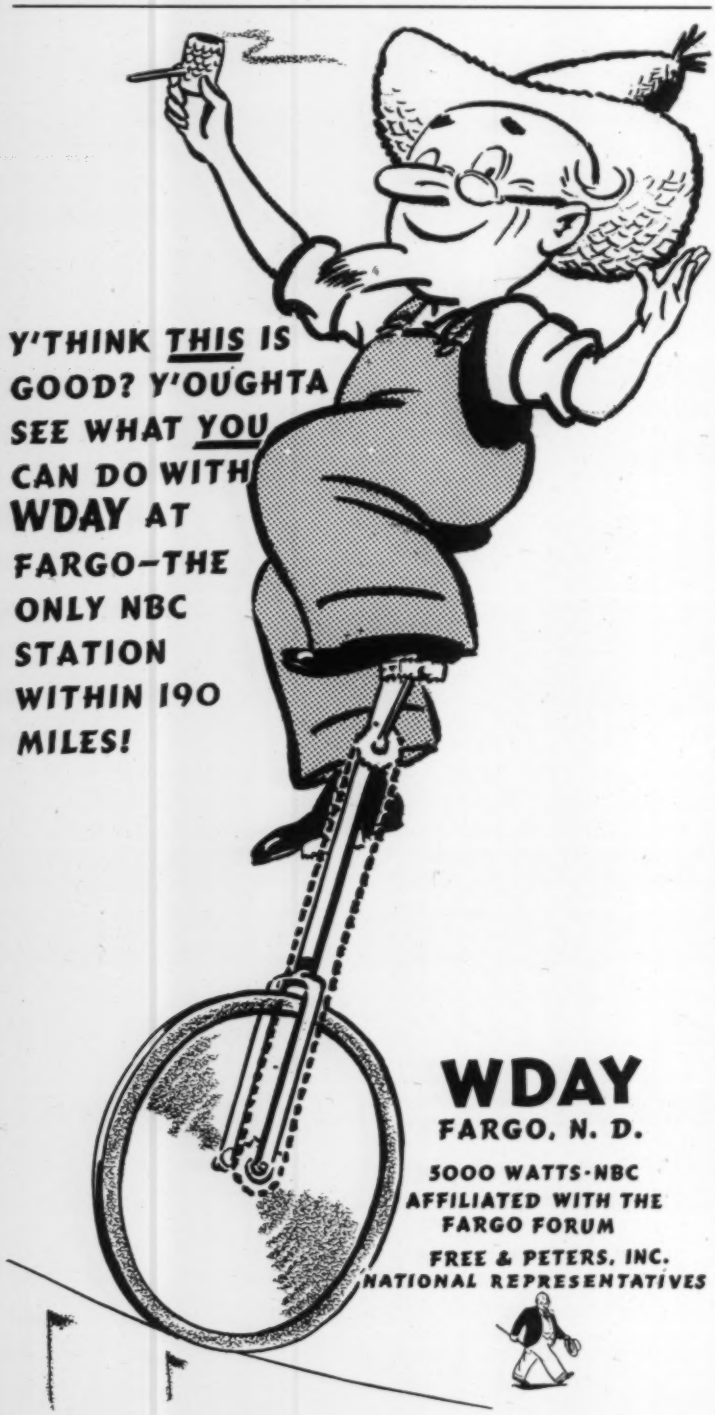
TOM NOBLE of the news staff of WBBM, Chicago, is the father of a boy, born Sept. 16.

QUINCY HOWE, news commentator of WQXR, New York, discussed "The News and How to Understand It" before the Sales Executive Club of New York, on Tuesday, Sept. 23.

MORTON GOULD, noted young American composer and conductor, has joined the NYA Radio Workshop, New York, as director of popular music.

RUSSELL WILLIS, formerly news editor of WGNY, Newburgh, N. Y., has joined the news staff of WHK-WCLE, Cleveland, replacing Connie Dwyer, who resigned to join the Cleveland Associated Press bureau.

HARRY H. PACKARD, production and program manager of KFEQ, St. Joseph, Mo., is the father of a boy born Sept. 14.


Y'THINK THIS IS GOOD? Y'OUGHTA SEE WHAT YOU CAN DO WITH WDAY AT FARGO—THE ONLY NBC STATION WITHIN 190 MILES!
WDAY
FARGO, N. D.
5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Allen's Own

A MARRIED man's touch was added when KTRI, Sioux City, Ia., decided to assign Del Allen, a benedict, to conduct *His Majesty, the Baby*, a program dedicated to news on new borns. Previously the announcers had been unmarried. However, the situation took an unusual twist when on Sept. 16 Allen was obliged to discuss a new arrival, Douglas Paul Allen—his own first child.

MARY PAXTON, m.c. of the early morning *Wishing Well* on WBBM, Chicago, sponsored by Carson, Pirie, Scott & Co., Chicago, is making transcriptions during a two-week vacation on the Coast which are being used on the program.

CHARLES RYDER, CBS Hollywood chief accountant and auditor, recently walked off with the low gross trophy when he filed 37-39-76 as guest player at the second annual Transcontinental Western Air golf tournament.

PERRY KING, KFAC, Los Angeles, announcer-producer, and Joan Cannon, McCann-Erickson, producer of the weekly CBS *Dr. Christian* series, sponsored by Chesebrough Mfg. Co., were married in Santa Ana, Cal., Sept. 12, it was recently revealed.

C. L. (Poss) PARSONS, sports writer, has joined KOA, Denver, announcing staff. He conducts a twice-weekly sportscast.

JOHN BARTON, of the *Barton Family* program, Troy Gibbs, staff musician, and Fran Booton, program director, of WDZ, Tuscola, Ill., each became the father of a girl within the last month.

PERRY HILLEARY, formerly of KFPY, Spokane, has joined the writing staff of KOY, Phoenix.

CLAUDE SWEETEN, KFI-KECA, Los Angeles musical director, has written a song, "When Love is New," for the current RKO film, "They Meet Again," which features Jean Hersholt as Dr. Christian, and is based on the radio series by that title.

JOHN B. HUGHES, Hollywood commentator, is in New York for conferences with executives of American Home Products Corp. (Aspertane), sponsor of his five weekly MBS-Don Lee network newscasts, *News & Views*.

KENNETH W. STOWMAN, news and publicity director of WCAU, Philadelphia, has been appointed to the teaching staff of Temple U, Philadelphia. He will conduct a course in program preparaton.

BILL CONNER, formerly of WMFG, Hibbing, Minn., has been named chief announcer of WEAU, Eau Claire, Wis. Milo Knutson, of WDSM, Duluth, and Marie Helmers also have joined WEAU.

EDWARD J. NICKEL, for eight months assistant to Lester Gottlieb, MBS publicity director, on Sept. 22 joined the editorial staff of *Parade*, Sunday magazine.

ALEX DRIER, former correspondent for the United Press, has joined the NBC staff in Berlin. Charles Lanius, former NBC correspondent in the German capital, has taken over the network's Berne office.

JOHN MADIGAN, formerly of the *Baltimore News-Post*, has joined the NBC news department in New York.

GENE CHARBONNEAU, of Flin Flon, Man., and Bill Valentine, of Sudbury, Ont., have joined the announcing staff of CJRC, Winnipeg, Man. Ed Farey, of CJRC, is the father of a girl born Sept. 9.

SAM HAYES, Hollywood news commentator, has an announcer role in the Warner Bros. film version of "The Man Who Came to Dinner".

BEN ALEXANDER, Hollywood radio announcer, has been assigned to the weekly half-hour mystery crime quiz, *Whodunit*, which started Oct. 2 under sponsorship of Albers Bros. Milling Co. on 7 CBS West Coast stations. Series will be written by Lew X. Lansworth.

MILTON DICKEY, formerly announcer of WDZ, Tuscola, Ill., has joined the announcing staff of KDRO, Sedalia, Mo.

ART BROWN, formerly of the announcing staff of WCBS, Springfield, Ill., has joined WRJN, Racine, Wis. He will assist in sales and production in the new studios in Kenosha, Wis.

RICHARD L. PECKINPAUGH, music director of WMRN, Marion, O., has resigned to take a brief vacation before volunteering for the armed service.

JERRY BELCHER, formerly of KGNC, Amarillo, Tex., has joined WCKY, Cincinnati.

CHARLES McCLURE, of Canton, Ga., has been added to the merchandising staff and Alvin Mathers appointed music librarian of WSB, Atlanta.

JAMES H. WICKS, former secretary to Hazen Thompson, Assistant Agent General of New Brunswick, Canada, has joined the continuity and program departments of WHEB, Portsmouth, N. H. Mrs. Gladys Claxton, formerly of the *Danville* (Ill.) *Commercial News*, is now handling the WHEB *Classified Page of the Air*.

NORMAN PANAMA and Mervin Frank, Hollywood radio writers, who recently sold an original screen story, "My Favorite Blonde", to Paramount Pictures, have been signed by that studio to term writing contracts.

HENRY E. LITTLEHALES, sports editor of the *Washington* (Pa.) *Reporter* for the last five years, has joined the news staff of KDKA, Pittsburgh.

LLOYD CHAPMAN, news editor of KDKA, Pittsburgh, and Carl Stasko, of the office staff, have been drafted into the service.

BETTY CAMPBELL, graduate of Mills College, has joined KMOX, St. Louis, as assistant director of education.

JOSEPHINE HALPIN, women newscaster of KMOX, St. Louis, is to resign soon to join her husband, Lt. Comdr. Thomas C. Henning Jr., circuit attorney and former Missouri congressman, now stationed in Puerto Rico.

NOEL CORBETT, of NBC publicity staff, has been promoted to picture editor.

FRANCES FARMER WILDER, CBS Pacific Coast educational director and Clinton Jones, KNX, Hollywood, news editor, have started weekly classes in radio technique and writing at U of Southern California. Andrew Love, NBC western division literary rights director, has started a radio writing class for the extension division of the U of California, at Los Angeles.

EDWARD PAINE, of CBS Hollywood guest relations staff, has been promoted to the sound effects department.

GENE CHARBONNEAU, formerly of CFAR, Flin Flon, Man., has joined the announcing staff of CJRC, Winnipeg.

ED FAREY, announcer of CJRC, Winnipeg, became the father of a 7½-pound daughter, Deanna, on Sept. 9.

DON DUNCAN, formerly with the *Winnipeg Free Press* and lately with the continuity department of CJRC, Winnipeg, has been appointed one of two newscasters on CJRC, sharing the job with Everall Dutton, chief newscaster.

RAYMOND LAFORET, formerly with CKLW, Windsor, Ont., is now in England with the Royal Canadian Signals Corps.

BUD DAVIES has taken his father's place at CKLW, Windsor, Ont., as announcer of the *Quiet Sanctuary*. His father, Rev. M. C. Davies, is now Flight Lieut. Davies of the Royal Canadian Air Force.

WALTER KANER, conductor of *What's Your Hobby* on WWRL, New York, has been elected to membership in the National Hobby Hall of Fame sponsored by the Hobby Guild of America.

DON KEARNEY, formerly on the announcing staff of WAGE, Syracuse, has been appointed to the public relations staff of USO New York headquarters.

PHIL CAMERON, announcer of WENY, Elmira, N. Y., and his wife the former Ruth Antisdel of Ina Ray Hutton's recent Melodears, are the parents of a son.

MRS. JOHN CANNING Jr., the former Kay Beckman of WHO and KSO-KRNT, Des Moines, and John Blair & Co., is a patient in Edward Sanatorium, Naperville, Ill.

JOHN BOYER, announcer of KDKA, Pittsburgh, is the father of a baby girl, born Sept. 18.

BOB FORWARD, announcer of KFRC, San Francisco on Sept. 29 was to move to KHJ, Los Angeles.

HARLAN DUNNING, announcer of KSFO, San Francisco, recently resigned to join KFRC, that city.

VIC PAULSEN, announcer, recently resigned from KFRC, San Francisco, to join KSAN, San Francisco.

DALE CARTER, former Broadway actress, has joined WBTM, Danville, Va., as director of women's programs.

WWRL Royalty

WWRL, New York, has a bit of royalty on its staff—if names mean anything. Included in the regal group are King Niesen, Jewish announcer; King Anthony, Polish announcer; King Page, English announcer; Bill (King Tut) Tuthill, sports announcer, and Lady Suzanne Wilkins, singer. To top it off, WWRL is located in Queens County, N. Y.

J. A. BLACK, of the WBTM production department, and Bernice Elizabeth Fentriss have announced their engagement.

FELIX ADAMS, formerly of WLOG, Logan, W. Va., has joined the announcing staff of WCBI, Columbus, Miss., succeeding Joe Bvars, who has joined WCOV, Montgomery, Ala.

AL BRANDT, recent Missouri U journalism school graduate, has joined the news staff of KXOX, St. Louis.

AD FRIED, formerly manager of the Santa Cruz studios of KDON, Monterey, Cal., and KSAN, San Francisco, has joined KROW, Oakland, as sales promotion manager.

BILL COPE, formerly program director of WKIP, Poughkeepsie, N. Y., and WTNJ, Trenton, N. J., has joined the announcing staff of WLOL, Minneapolis.

BILL TRIEST, former radio and stage actor, has joined the announcing staff of KROY, Sacramento, Cal.

CHARLES TAZEWELL, Hollywood writer, for the third consecutive year has been signed to handle writing assignments on the weekly CBS *Screen Guild Theatre*, which resumed Sept. 28 under sponsorship of Gulf Oil Co.

DICK MACK, Hollywood producer of McKee & Albright on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), has recovered from an infected foot.

DAVE MURRAY, Hollywood writer, contributes to the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands.

VAN WOODWARD has been promoted to continuity director of WLW, Cincinnati.

GEORGE YOUNG, formerly of KYOS, Merced, Cal., and Peter Onnigan, of KTKC, Visalia, Cal., have joined KVCV, Redding, Cal. as announcer-technician.

FRANK JOHNSTONE, announcer, formerly of KDB, Santa Barbara, Cal. has joined KVCV, Redding, Cal.

ELOISE KEELER, former actress, has joined the production staff of KQW, San Jose, Cal. and is presenting *Romance Reporter*, in which true stories on romance are related, three times weekly.

PETER GRANT, news commentator of WLW, Cincinnati, has been scheduled to broadcast an evening news roundup on WLWO, Crosley shortwave station, to Latin America.

JACK O'RIELY, of WPEN, Philadelphia, has been named chief sports announcer.

FRANK KENT, formerly of WHOM, Jersey City, has joined the announcing staff of WPEN, Philadelphia.

EILEEN DRAPER, formerly of WCOP and WHDH, Boston, has joined the program department of WTAG, Worcester, Mass., as script writer.

Rooted in the history and commerce of the middle west, the Board of Trade is truly "Chicago." . . . *Likewise* WGN, because of its genuinely "Chicago" origin and viewpoint, is an integral part of Chicago and the great area that surrounds it.

Because of this kinship, WGN can most effectively and influentially deliver your message to the people of Chicago and the middle west.

A Clear WGN Channel Station

50,000 WATTS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. • PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Not the biggest... nor the "best"... -But a GOOD moderate size market where automotive, food and general merchandise sales are far above the national average!

You reap your share of the bountiful business when using this station!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

JOHN E. REILLY, program director of WMEX, Boston, a lieutenant in the Naval Reserves, has been called to active duty and assigned as radio officer in the public relations office of the First Naval District. Alfred J. Pote, WMEX managing director, will assume Mr. Reilly's duties during his absence, assisted by several staff members.

BILL SHARP, formerly of KEYS, Corpus Christi, and KROD, El Paso, has replaced Dave Naugle at KRGV, Weslaco, Tex. Naugle returns to North Texas Agricultural College where he is a senior. Mary Louise Gunther has joined the continuity staff.

JOHN THORPE and Bill Lang have resigned from the announcing staff of KYW, Philadelphia, but both continue with the station on a free-lance basis.

EDDIE COONTZ, program director of KVOO, Tulsa, is to marry Evelyn Lynne, staff vocalist of NBC Chicago, on Oct. 25 in Chicago. His father, the Rev. John W. Coontz, will perform the ceremony.

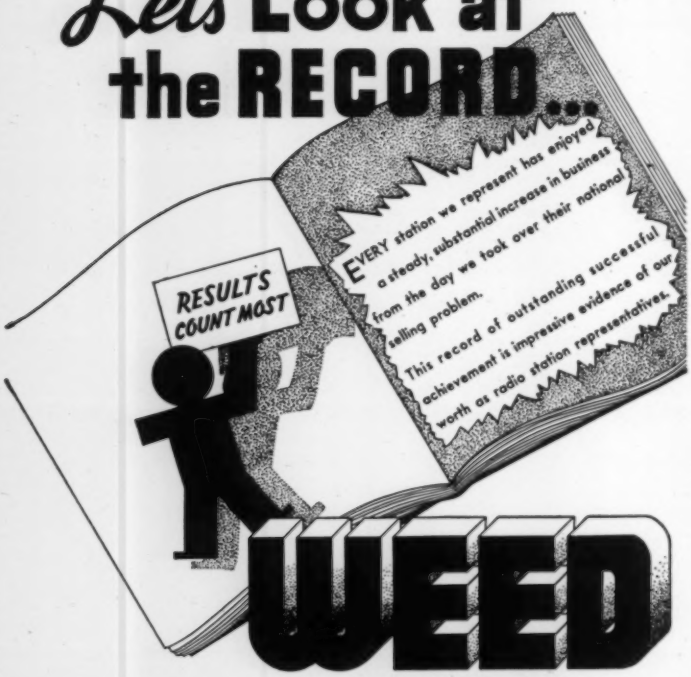
TOM SAWYER, formerly of WLOF, Orlando, Fla., has joined the announcing staff of WINX, Washington.

LARRY ELLIOTT, who recently resigned from the CBS announcing staff to free-lance, will announce the two *Treasury Hour* shows, one on NBC and the other on MBS.

JIM RILEY, formerly a featured player on the *Friendly Counselor* program on KXOK, St. Louis, has been appointed instructor in the radio technical school at Fort Knox, Ky.

MRS. NATHANIEL SINGER has been elected president of the Radio Council on Children's programs, succeeding Mrs. Harold V. Milligan, who becomes a member of the board.

Let's Look at the RECORD...


RESULTS COUNT MOST
EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.
This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Meet the LADIES

MARJORIE HILLIARD

THE BIG CITY held no great charms for Marjorie Hilliard, who until last January was living in New York and left there to become continuity director of WROK, Rockford, Ill. She got interested in radio through her cousin, Harriet Hilliard, microphone and screen star who also happens to be Mrs. Ozzie Nelson. In New York she was associated with Amos Parrish & Co., counselors to stores and manufacturers on management, merchandising, sales promotion, fashions, etc. For a time she also worked in the advertising department of the Van Raalte Co., textile manufacturers. Her hobby is writing, and her first book is being prepared for publication.

Women Likers

A GROUP of soldiers were gathered about the special maneuvers staff of WLW, Cincinnati, during the Army games when one soldier asked, "What does WLW stand for?". "We Love Women" quipped the radiomen. To which the soldier promptly came back, "Who the hell doesn't?"

Digby to Priesthood

FRED DIGBY Jr., publicity director of WWL, New Orleans, has resigned to enter the priesthood. In 1939 Mr. Digby was graduated magna cum laude from Notre Dame U., and went to work in the sales office of a New Orleans paper, later joining the station. In announcing Mr. Digby's resignation, the station said, "In four years Publicity Man Digby will be known as Father Digby."

WOWO Farm Director

TOM L. WHEELER, for 33 years editor of the *Indiana Farmer's Guide* and well-known figure in American agriculture, has contracted to do exclusive farm commentaries on WOWO, Fort Wayne. His broadcasts will be a feature of the new noon farm program *Farm House*, beginning Sept. 29. He will commute from Huntington, Ind.

ROSS WILLIAMS, for three years "Shophound" columnist for *Vogue* magazine, has resigned to conduct a Monday through Friday shopping guide program on WQXR, New York.

Gooch Named Chairman Of KRLD, Dallas, Board

UNDER a reorganization of the executive staff of KRLD, Dallas, owned by the *Dallas Times-Herald*, announced last Wednesday, Tom C. Gooch, president and publisher of the newspaper as well as editor-in-chief, has been selected chairman of the board. He succeeds the late Edwin J. Kiest, who died Sept. 11 following a long illness.

Albert Swinsky Jr., vice-president and general manager of the newspaper, has been elected president of KRLD, and John W. Runyon, vice-president and managing director, D. A. Greenwell is secretary-treasurer, and Clyde W. Taber, plant superintendent, was named a director of KRLD. The executive staff of the station remains unchanged, with C. W. Rembart as station manager, Roy M. Flynn, chief engineer, Hyman Charninsky, musical director, and Douglas Hawley, publicity director.

Enoch Heads Okla. Net

ROBERT ENOCH, formerly with WKY, Oklahoma City, recently named general manager of KTOK, in that city, has been appointed managing director of the Oklahoma Network, filling the post left vacant by the death of Kenyon M. Douglass last Aug. 28. At the same time the Oklahoma Network board elected Joseph W. Lee, general manager of KGFF, Shawnee, secretary-treasurer.

HUGH BRUNDAGE, Hollywood announcer, has been assigned to the weekly five-minute musical program featuring Ginny Simms, vocalist, sponsored by International Cellucotton Products Co. (Kleenex), on CBS stations, Friday, 9:55-10 p.m. (EST). Lou Bring has the orchestra. Until Thomas Conrad Sawyer returns to Hollywood, Ed Cashman is producing the series for Lord & Thomas, agency servicing the account.

SAUL C. WALDMAN, attorney and business manager of Broadcast Local No. 1 of the American Communications Assn., Philadelphia, has severed connections with the CIO union.

TWENTIETH CITY in the United States to be visited by *Dr. I. Q.* sponsored by Mars Inc., Chicago, on NBC-Red, will be Birmingham, Ala., starting Oct. 13. Grant Adv., Chicago, handles the account.

FOR SALE

One high voltage transformer, three phase 220 volt primary, three phase 6000 volt secondary at one ampere.

One Esco nearly new motor generator set. Motor is 220-440-volt three phase, generator output 22 volts DC at 150 amperes.

WHP
Harrisburg, Pa.

Premium Conference Told That Radio Is Effective Means to Boost Offerings

RELATIVE importance of radio as compared to other media in advertising premium offers was discussed by E. P. H. James, sales promotion manager of NBC-Blue Network, and others at a round-table conference on the use of premiums held Sept. 11 in New York as a section of the seventh annual Atlantic Coast Premium Buyers Exposition.

Dodging the necessity of expressing his own opinion, when questioned by Frank H. Waggoner, editor of *Premium Practice* and conductor of the discussion, Mr. James cited a Cleveland survey in which 3,064 women were asked how they learned about the premiums that prompted them to buy the items with which the premiums were offered.

Radio Leads Surveys

The figures given in this survey —adding up to more than 100% because many women named more than one advertising medium— were: Radio, 82.7%; newspapers, 51.6%; magazines, 37.7%; seen on or in the package, 27.8%; store displays, 15.6%; children's suggestions, 9.6%; hearsay, 6.5%; clerk's suggestion, 4%.

Answering the same question, Glen Towns of the Charles P. Holland Co., said: "My own experience with premium offers would indicate that radio is an exceptionally effective means of promoting the premium deal, provided the presentation is carefully planned, expertly written and properly executed. I believe it can be successfully used as a single medium. It goes without saying, however, that supporting media are desirable.

"In my opinion, the type of premium would have an important bearing on whether or not radio or space advertising should be used, provided one of the other was eliminated. Jewelry lends itself to the type of premium that can be dramatized over the air more effectively than many other types of premiums and, I believe, more effectively than could be done through the medium of space advertising."

To another question, "Which is the more effective as a sales builder, a contest or a widely advertised premium offer?," Mr. James replied: "I believe it all hinges on the word 'builder.' I think a contest may sometimes be a greater sales-maker at a given time, but it is our general feeling that as a builder of sales over a period, an offer widely advertised has a greater and more permanent appeal, particularly as it avoids the disappointed loser, we always have to bear in mind in radio contests."

Louise K. Tiedman, in charge of premium purchasing for Compton Adv., stated: "Sales results depend on the nature of the contest prize of the premium article, as well as upon the amount of advertising support given. Where prize and premium are both of known desirability, the contest has greater appeal. As the entry does not require any cash outlay beyond box-tops, it contains an element of chance, and the value of contest prizes is, of course, far greater than the value represented by a premium article."

Going Places

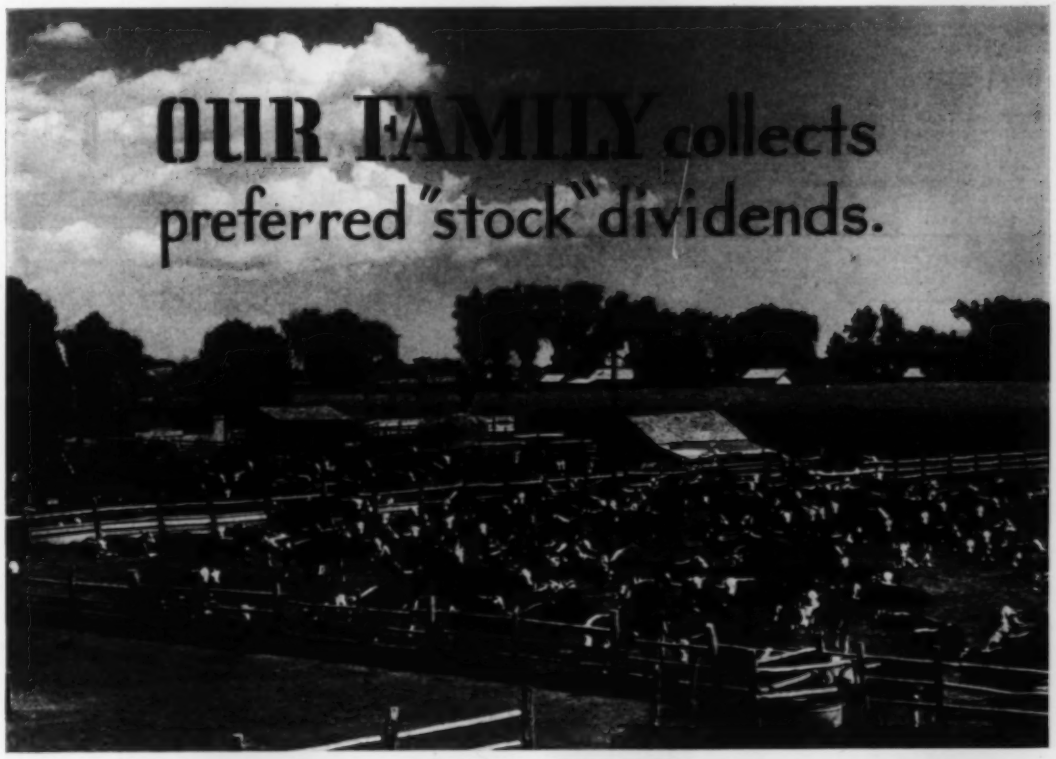
THAT radio is still a young man's game, especially in view of the recruiting of so many of its personnel for the armed services, is proved by the case of Bruce Mayo, just named chief engineer of WGBR, Goldsboro, N. C. Graduated last June from the local high school, he received his operator's license about six weeks ago. Since then he has been working at WGTC, Greenville, N. C. He showed such proficiency that WGBR offered him its No. 1 technical job.

WALMAC Co., licensee of KMAC, San Antonio, has applied to the FCC for a second station in Alice, Tex., to operate with 250 watts on 1230 kc. W. W. McAllister, San Antonio insurance man, and Howard W. Davis, general manager of KMAC, are co-owners of Walmac Co.

WHO Plowing Contest Is Witnessed by 23,000

TWENTY-THREE thousand persons crowded along two miles of fencelines Sept. 20 to watch the third annual Corn Belt Plowing match sponsored by WHO, Des Moines, and directed by Herb Plembeck, farm news editor of the station. Cash awards totaling $600 were given to top ranking plowmen in the four divisions of the contest. In addition trophies were awarded by the Iowa Horse and Mule Breeders, Iowa Implement Dealers, Albia Commercial Club and the station.

More than 400 Monroe County residents, representatives of Iowa State College, Farmers Union, Farm Bureau, Grange and other farm, civic and government organizations cooperated with WHO in putting over the giant farm sports event. Leo Drake, of Memphis, Mo., won top honors, taking the Champion of Champions division of the contest.



Here's the kind of preferred "stock" that OUR FAMILY specializes in. No engraved certificates or corporate seals . . . but every steer instantly negotiable for more than $125.00 a head.

What's more, dividends from this "stock" represents *extra, spendable income!* OUR FAMILY already has a fat profit from this year's bumper crop—sold at the highest prices in years. No wonder they're buying, building, spending.

WIBW offers you an extra dividend, too—a 500% night time power increase—an *extra* 2½ million listeners—PLUS the same friendly, neighborly programs and personalities that have consistently been producing such outstanding results for our advertisers. Let us show you how economically *you* can reach and sell OUR FAMILY.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Movie Group Advocates ASCAP Consent Decree

URGING that measures be taken to secure a consent decree from ASCAP for motion picture theatre owners, similar to that granted the radio industry, the Allied States Assn. of Motion Picture Exhibitors at the close of its three-day national convention in Philadelphia at the Benjamin Franklin Hotel, passed a resolution calling for the movie industry to add its complaint to the "blitzkrieg of complaints" against the music performing society.

The resolution resulted from a report delivered to the convention the day previous by Leonard Rosenthal, an attorney and a motion picture exhibitor from Troy, N. Y.

Abram F. Myers, former Federal Trade Commissioner, general counsel and chairman of the board of Allied States Assn., indicated the best legal talent available will be sought by a committee to be set up to study the music-theatre situation. However, Mr. Myers advised the convention that any action against the Society was basically a legal problem and a somewhat complicated one.

MEMBERS of the staff of the four Syracuse stations attended a luncheon given for Dorothy Lewis, vice-chairman of the radio council for children's programs of New York. The luncheon was given in the main ballroom of the Onondaga Hotel.

Fly's Address

(*Continued from page 26*)

gation is concerned primarily with grants of FM licenses to newspapers since in the FM field the number of newspaper applicants makes the problem acute. In the event that any measures or recommendations should grow out of the investigation—and on that I express no judgment—they will not be concerned with existing licenses, or investments, but rather with future acquisitions.

That Wackeroo

It seems to me that in matters such as these, or any other matters of common concern, the NIB should take a real interest and have a real voice. Representing as you do hundreds of independent station owners all over the country your carefully considered views and opinions should carry real weight. In this body is concentrated the free and untrammeled opinion of a free industry. Ventriloquism is an entertaining art, but it is hardly necessary in your relations with the Government. You need not hide behind the skirts of women's clubs or the cloak of religion, or come to Washington with a piece of hay in your teeth. Yours is the voice, and your voice is entitled to be heard.

I much appreciate your President's criticisms as well as commendations. Let us have more of this frank and constructive policy.

I have no doubt that on many points you will be critical of Commission policy. Let me assure you that criticism honestly presented will be welcome. Good government rests in part upon the freedom of all concerned to criticize its administration. It might be urged that public criticism might well disclose the private interest which inspires it. But it is of transcendent importance that freedom of all concerned to express their opinions be unimpaired and that it be exercised by men unafraid. Upon that principle democracy itself must rest. Our only concern is with the public interest and we may not always agree with you. But whether we agree or disagree, you may be assured of our thorough consideration of your views.

One day last May I was fortunate enough to receive from a network official a queer little plaster figure called a "wackeroo." A "wackeroo," let me explain to those who may not have one, is an object specifically designed to be smashed. Thrown against a wall or other solid surface, it is guaranteed to fly into enough fragments to relieve the tension, lower the blood pressure and cool the brow of the person hurling it.

You may be interested to know that the "wackeroo" still sits on my desk—unsmashed. Mine is a tough job—you may not know how tough. Yet should I be so fortunate as to be invited to your annual convention in 1942, I hope to show you that little "wackeroo"—still intact.

Barn Dance Anniversary

THE NATIONAL BARN DANCE of WLS, Chicago, celebrated its eighth year on NBC Oct. 4. Starting as a local program on WLS in 1924, the *Barn Dance* is now in its 18th year of broadcasting.

WISE QUACKS are now being heaped upon the head of Harry Becker, conductor of the *1340 Club*, of KHMO, Hannibal, Mo., who in the spirit of fun heckled and wise cracked to his audience about sending him a duck for a program mascot. Result was that one morning a live duck was left on the KHMO doorstep for Becker who now is frantically seeking someone to advise him on the proper care of the fowl.

NBC Names Conductors

ELEVEN of the best-known symphonic conductors of the Western Hemisphere will conduct the NBC Symphony Orchestra during its coming season which opens Oct. 7 [BROADCASTING, Sept. 15]. The complete schedule includes: Dimitri Mitropoulos, Oct. 7, 14; Efrem Kurtz, Oct. 21, 28; Leopold Stokowski, Nov. 4, 11, 18, 25; Juan Jose Castro, Dec. 2, 9, 16; Sir Ernest MacMillan, Dec. 23, 30; George Szell, Jan. 6, 13; Dean Dixon, Jan. 20, 27; Dr. Frank Black, Feb. 3, 10; Alfred Wallenstein, Feb. 17, 24; Fritz Reiner, March 3, 10; Saul Caston, March 17; Leopold Stokowski, March 24, 31, April 7, 14.

POND'S EXTRACT Co., New York, and Jergens-Woodbury Sales Corp., Cincinnati, have been ordered by the Federal Trade Commission to stop certain advertising representations in publications and commercial radio scripts, for several of their respective complexion and cleansing cream products, according to a Sept. 17 FTC announcement.

Full and Running Over

WTAG gives a plus or a full-and-running-over coverage of Central New England. In this compact, highly industrialized market, with the added stimuli of huge defense orders, retail sales are breaking one record after another. August fur sales, for instance, surpassed any of those in the past twelve years. For a full measure of plus coverage, the experienced national advertiser or Central New England retailer relies on WTAG. In fact, Hooper-Holmes found these retailers three to one in favor of WTAG as the one station they would use to advertise.

WTAG
WORCESTER

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Little Rock Grand Jury Indicts Brinkley Group

DR. JOHN R. BRINKLEY, former Kansas medico-broadcaster and until early this year operator of the now silent XEAW, Reynosa, Mexico, along with his wife and six employes of a hospital he formerly operated was indicted by a Federal grand jury in Little Rock, Ark., Sept. 23. The charge was mail fraud in connection with gland rejuvenation services offered by his hospital, the indictment citing 15 counts based on letters and pamphlets mailed to persons in many States.

Dr. Brinkley last winter filed proceedings in bankruptcy, and his Del Rio, Tex., establishment as well as his hospital near Little Rock were ordered into receivership. It was reported that his superpower border station, licensed to a Mexican corporation, was silenced by order of the Mexican Government largely as a result of the Havana Treaty.

XERB Judgment

BORDER ELECTRIC & TELEPHONE Co., Tiajuana, and M. P. Barbachano, executive of that firm, have been awarded $71,060 judgment against Lawrence and Willis Allen, Hollywood founders of the "Ham & Eggs" old-age pension movement, and M. F. Dexter, in a U. S. Federal Court suit involving ownership of XERB. Judge Harry Holzer ruled that evidence showed defendants to have failed to fulfill agreements for the acquisition of XERB and its transfer from Tiajuana to Rosarito Beach, Mex. He further said that although defendants represented to have spent $30,000 for equipment, they were insolvent and that judgments totaling several thousand dollars were outstanding against the Allens.

WHEN DENVER'S GAS WENT OFF

KLZ Aided Public Utility and Enough Gas Was Available for Cooking Needs

DURING SHUTDOWN of gas service, KLZ, Denver, supplied bulletins by the thousands giving operating instructions for householders. Here Frank Fleming (left), KLZ news editor, hands a batch of bulletins to T. W. Henritze, Denver manager of Safeway stores.

KLZ, Denver, was credited with "rendering splendid public service" when Denver and the Rocky Mountain region had a complete shutdown of natural gas Sept. 23, by Frank Jamison, public relations officer of the public utilities. Mr. Jamison said the station's efforts reduced the consumption of gas to a point that made possible maintenance of cooking facilities through use of artificial gas manufactured by an auxiliary plant in Denver.

Two breaks in main pipe lines serving the city were caused by floods north of Clayton, New Mexico, cutting off the natural gas supply. When it became apparent the city's supply was threatened by the breaks, KLZ installed a special line into Mr. Jamison's office, where broadcasts appealing for cooperation from the public were made at frequent intervals. These were supplemented by announcements from the KLZ studios. The public was asked to turn off all appliances possible and was given verbal instructions on how to turn them on again when the normal supply of gas was restored.

The station's news department distributed 52,000 special service bulletins giving printed instructions for shutting off appliances. The bulletins were distributed through the three largest chain store groups in Denver, the Safeway stores, Miller Super Markets, and Save-A-Nickel Stores.

A. & S. Lyons

A. & S. LYONS Inc., celebrating 25 years as an artists management service, on Sept. 26 formally opened its new offices at 356 N. Camden Drive, Beverly Hills, Cal. At a reception, Arthur and Sam Lyons officially introduced the organization's two new vice-presidents, Noll Gurney and Nat Wolff, to its client roster of players, directors, writers and other entertainment personalities. Wolff is vice-president in charge of radio. Also presented were other new associates, Wynn Rocamora, Bill Shiffrin, Louis Artigue, Charles Beaham, Roy Silver, Jack Findlater and Vivian Leslie. Firm occupies the entire two story new air-conditioned and fluorescent-lighted building. Besides large reception rooms on both floors, the structure contains executive offices, a board of directors room and an audition studio.

KSAN, San Francisco, recently signed a contract with IBEW for the technical operation of the station. The contract called for salary increases retroactive to July 15.

ON JANUARY 1, 1941 ST LOUIS **KWK** WENT EXCLUSIVELY MUTUAL. . . ASK YOUR RAYMER REPRESENTATIVE TO SHOW YOU EVIDENCE THAT **KWK** IS A BETTER BUY THAN EVER.

WAVE AIN'T SAD ABOUT HAPPY (Ky.)!

Nope we won't cry, whether or not the folks in Happy (Ky.) tune us in! Y'see, we're shooting our watts at the Louisville Trading Area, where folks make 54% of *all* retail purchases in the whole state! And our rates are based accordingly. That makes our advertisers *very* happy, because they don't have to pay for "coverage" that won't pay out! How about joining our merry group?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

DOUBLY HANDY

Opening through its own passageway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVE. AT 45th ST., NEW YORK

Lafount

(*Continued from page 28*)

survive. This means less time for public service broadcasts, pickups and sustainings, so the net result is that the station is exposed to criticism because of impairment of public service. Competition of this kind is especially damaging to small and medium stations, he said.

"I hope the FCC will take careful note of these facts when it considers applications for licensees to operate new stations in the regular broadcast and also FM," Mr. Lafount asserted. "We are not afraid of fair competition, but we do believe that the Government should not by its own acts make it impossible for us to operate in the public interest when the law requires us to do so. Both the public and the Government will benefit if we are allowed to maintain high broadcasting standards and earn a fair profit; for after all, the Government receives in the form of taxes a large portion of what we make. And that is the way I think it should be."

Survey Problem

Mr. Lafount also cited the problem of listener surveys as one facing independent broadcasters. Unless correctly interpreted, he said, these surveys tend to mislead advertisers into believing that the public listens almost exclusively to network programs. He insisted many programs produced locally have unusually large audiences and that NIB should work out a plan to acquaint advertisers with the facts regarding such audiences, so that a greater share of national business can be procured.

A warning that imposition of a license fee upon stations would work a hardship on independents which might easily impair the quality of public service, was sounded by the NIB head. Among other problems cited were:

(1) The question of priorities for the obtaining of repair and replacement parts as well as material for expansion construction;

(2) The interference problem as it affects stations all over the country by reason of the continually relaxing FCC rules and regulations which permit to a serious degree the gradual shrinking of the effective service area by the granting of additional stations on the same frequency in too close proximity;

(3) The effect on independently owned stations if the Commission grants a number of super-power stations in various localities throughout the country;

(4) The coordination of requests by various Government agencies for free time so that operating schedules of stations will not be so burdened that adequate income from sponsored programs would be jeopardized and listening audiences curtailed.

We should not forget our relations with the AFM require almost immediate consideration. These are only a few of the problems; however, they can be handled only by an efficient and formidable organization.

THE DROHLICH brothers, Albert S. and Robert A., owners of KDRO, Sedalia, Mo., have applied to the FCC for another station in Jefferson City, Mo., 1,000 watts daytime on 800 kc.

JOE MESSER

QUIET mannered with a crisp sense of humor, Richard Edward Bayford Messer, general manager and timebuyer of Raymond R. Morgan Co., Hollywood, is known to the trade as Joe. He entered radio in October, 1929, by assisting in production of a 3½ hour show, *Adohr Opera of the Air*, sponsored by Adohr Milk Farms, Los Angeles, on KFI. Now he buys approximately $30,000 worth of time monthly for Morgan clients.

Born in Southampton, England, on Aug. 27, 1886, Messer was graduated from College of Preceptors in 1904, where he played football and took part in theatricals. He was clerk for American Steamship Co., London; joined Cox & Co., India Army bankers, remaining with that London firm until 1911; went into the steamship business. In April, 1915, he joined the London Rifles as second lieutenant. For more than three years he saw active duty in France and was invalided out of the service with the Military Cross.

During an early 1923 vacation jaunt he came to the United States to "look around." He landed a clerk's post with American-Hawaiian Steamship Co., Wilmington, Cal., then joined a Los Angeles agency in 1929, getting his first real experience in radio. He took over his present duties in February, 1936.

Joe is married (Gladys Edith Goodwin), has one daughter. Every possible moment away from business is devoted to writing and producing shows for British War Relief.

Bassett Joins Morse

MORTRON BASSETT, assistant to Jack Greene, NBC circulation manager, has been appointed timebuyer of Morse International, New York, succeeding Lynn Barnard, who resigned recently to join BBDO, that city [BROADCASTING, Sept. 1]. Bassett will assist the Morse radio director, Richard Nicholls, with supervision of the Vick Chemical Co.'s extensive spot campaign, to get under way this week.

Federal Survey Reveals School Disc Equipment

RESULTS of a questionnaire sent to 14,982 junior and senior high schools in the United States and its Territories by the Educational Radio Script and Transcription Exchange of the Federal Radio Education Committee, U. S. Office of Education, were released Sept. 15 by that agency.

The survey showed that of the 11,392 replies, 2,745 schools with an enrollment of 2,251,500 students reported having either portable transcription machines, central sound systems, or both; 2,309 had the portable playback machines; 725 had central sound systems; and 289 schools had both. The questionnaire had been directed to find if the schools had any equipment for use of 16-inch transcriptions at 33 1/3 rpm, to which the answers were in the affirmative. The survey report also lists in state order the individual schools and their answers. A similar questionnaire is contemplated among elementary schools, parochial schools, and in colleges and universities, with results to be released later in the fall.

'Big Town' for Lever

LEVER BROS. Co., Cambridge, Mass. (Rinso), for the fifth consecutive season, after a summer hiatus on Oct. 8 brings back *Big Town* on 53 CBS stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 6:30-7 p.m. (PST). Edward G. Robinson will continue to be featured as Steve Wilson, crusading managing editor, with Ona Munson portraying Lorelei Kilbourne, girl reporter. Leith Stevens has been re-signed as musical director and Ken Niles, announcer. Crane Wilbur resumes as Ruthrauff & Ryan producer and script adapter with Thomas Freebairne-Smith as production aid. Policy of buying scripts from well-known writers will be continued. An extensive merchandising and promotion campaign is planned.

Socony N. H. Games

SOCONY VACUUM OIL Co. Inc. New York, has contracted for sponsorship of eight games of the U of New Hampshire on WHEB, Portsmouth, N. H. Four will be home games and the other four will be carried via line. Agency is J. Sterling Getchell, New York.

I Want more sales in Central New York!

THE FAR-FLUNG AUDIENCE OF

WFBL

SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

Boom Town Study Issued by World

Spot's Opportunity During Defense Rush Emphasized

WORLD BROADCASTING System has just published a study of 231 "boom towns", new advertising opportunities which the defense program has created. Analysis, prepared by WBS with the cooperation of Ross Federal Service, shows the 1940 population, 1937 industrial wages, the defense appropriation and a brief description of its nature and effect on population and market of each "boom town", together with World's recommendations for radio coverage, giving the call letters, rates, power and affiliation of each station.

The Case for Spot

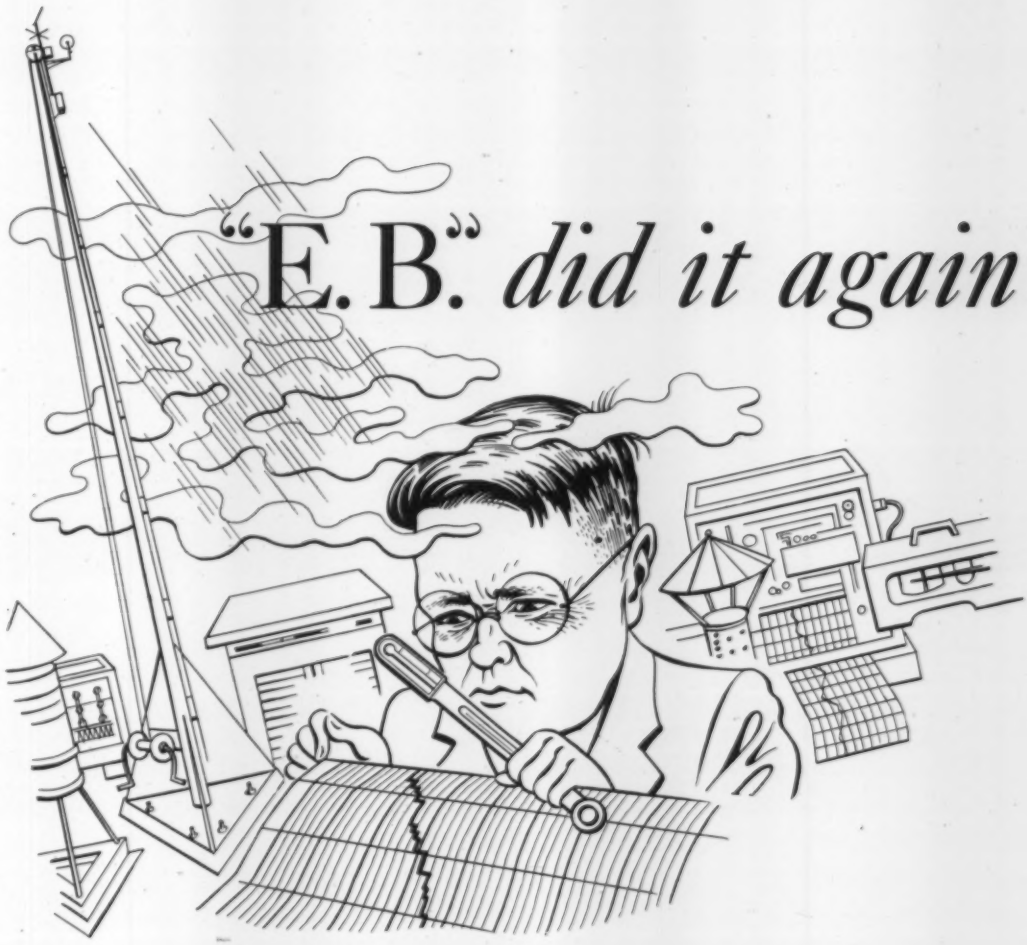
Volume, which World is sending to more than 2,000 advertising executives, includes a strong sales presentation for spot radio as the best way to deliver a sales message to the "boom town" people, which reads, in part, as follows:

"You want a fast medium. You want to get in there and pitch right away. You want to appeal to a great army of people—half of them old citizens but half are foreign to the city, too new to be interested in the local news, living in hastily converted garages, trailers, tents or doubled up with other families in over-crowded apartments and houses . . . awaiting new homes under construction. Whatever they lack, they own radios . . . that is their chief entertainment when they come off shifts at unsual hours, before they go to work, before they tumble into recently vacated beds. Radio gets to them wherever they are. Radio with constant repetition. Radio in one and two-minute announcements, five-minute tabloids, 15-minute programs.

"Your transcribed program, spotted in the Boom Towns, is the answer. When it comes to Boom Towns, Network defers to spot. Boom Towns follow no network pattern. Located in out-of-the-way places, near army camps, forts, and in many cases built from the ground up on vacant land, the Boom Towns need spot broadcasting, and obviously spot broadcasting needs high-grade transcribed programs built by professional radio producers in talent centers."

Camel Grid Scores

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Sept. 27 will begin sponsorship of *All American*, a Saturday 8:15-8:30 p.m. program of up-to-the-minute football scores for United States armed forces serving in American Territories, on WRCA, NBC's international shortwave station. Stations PCAN and PCAC, of the Panama Artillery Command of the U. S. Army, will pick up and rebroadcast the programs as will KFAR, Fairbanks, Alaska. Agency is William Esty & Co., New York.



"E. B." *did it again!*

'Twas a balmy day last April and E. B. Rideout, WEEI's weather forecaster extraordinary, had said it was going to get colder—fast. It did—dropping from 81° to 60° in 2 minutes—then down to 50° in the next quarter hour.

With a three hundred year history of the wind, rain, snow and sun in their hair, New Englanders are mighty interested in the weather. They learned long ago that when "E. B." forecasts the weather, it's about a six-to-one bet that he's right. Consequently, "E. B." has a tremendous following even far beyond the reaches of WEEI's primary listening areas.

And consequently, WEEI's E. B. Rideout Weather Service has *never* lacked sponsorship in all its fifteen years.

That's the way it is at WEEI. The listeners get what they want—entertainment and service to fit their tastes and needs. And advertisers get what *they* want—audience and attention and sales.

WEEI *Columbia's Friendly Voice in Boston*

Operated by CBS. Represented by Radio Sales with offices in New York Chicago · Detroit · Charlotte · St. Louis · San Francisco · Los Angeles

CATCHY ANGLE for the *Mike Maneuvers* show, remoted weekly from Camp Wolters by KRLD, Dallas, is supplied by "Dear Soldier" letters from pretty young things all over Texas and much of the rest of the country. Girls are invited to write the letters to Camp Wolters boys, with the guarantee that they will reach the hands of lonely hearts in the camp.

Just before the program goes on at 8:15 Saturday nights, the 250 to 300 letters accumulated during the week are distributed to trainees in the studio audience. Letters are numbered, and a half-dozen of the boys get a chance to read theirs on the air. The broadcasts originate in the lobby of the Baker Hotel, Mineral Wells, Tex.

Purely PROGRAMS

Up from the Ranks

YOUNG MEN and women under 30 from the New York area, who have come up from the ranks to win success in some line of endeavor, are interviewed each week by high school students interested in the type of work followed by the day's guest. Students ask about his work and how he happened to get into it. Program, titled *Under 30*, is heard on WNYC, New York through the cooperation of Youthbuilders Inc., that city.

* * *

Household History

NEW HALF-HOUR sustaining program, *Every Woman's World*, has been started on WBBM, Chicago. Program is heard weekdays and is conducted by Lorraine Hall, who writes each script around a different household item or woman's product, dramatizing new uses, describing the historical background of materials and processes.

* * *

For the Boys

SERVICEMEN provide the tempo for an informal program on WMAN, Mansfield, O., of songs, letters to boys and exchanges of humorous anecdotes for those in service. Entitled *Our Boys Say*, broadcasts have developed the Home Service Club, an organization for servicemen.

Schools Own

NEWS of high schools, students and their activities are reported by Julius Glass on *High School Highlights* each Friday evening on WGAR, Cleveland. The program, which has received the enthusiastic okay of the schools, is written entirely by the high school correspondents, each of whom was chosen in a competition. Sports and scholastic achievements rank first in the high school news reports, followed closely by gossipy items and news of social activities.

* * *

Grid Game

NEW FOOTBALL show on WTMJ, Milwaukee, *Touchdown Parade*, gives listeners a chance to play quarterback. Listeners are given the score, minutes to play, yardage, previous few plays, and are then invited to select the proper play from a choice of three possibilities. Ten seconds are allowed for this "signal calling", then the play is described, exactly as executed in an actual game. No prizes or awards are given.

* * *

Pianos in Dallas

STARRING a different piano instructor or her prize pupil on a weekly series, *Sunday Recital*, KGKO, Dallas, is already selling pianos for Brook Mays and Co., Dallas, according to Hilda LeBlanc, KGKO sales representative. The quarter-hour recitals give the teachers an opportunity to advertise their own talents as well as the product. Contract for 52 weekly programs was placed direct.

* * *

Negro Achievements

FIRST AIRING of *Freedom's People*, a new series of six educational programs, was heard on the NBC-Red Sept. 21. The series is presented under the auspices of the U. S. Office of Education and a special committee with which the Office cooperates. It is a dramatized account of the achievements of Negroes in national defense, science, agriculture, social service, and the arts.

* * *

Speeches of the Week

FOR THE OCCASIONAL radio listener and the businessman who misses many of the addresses broadcast during the daytime, WIP, Philadelphia, has designed a once-a-week series called *Speech Digest of the Week*. The program presents in transcription the highlight portions of the most important speeches of the week, both here and abroad.

* * *

The Winners

FOOTBALL summary program, *To the Victors*, broadcast each Saturday at 8:30 p.m. on WOR, New York, features Waite Hoyt, former star of the New York Yankees, and Stan Lomax, veteran sports announcer, reading scores and saluting winning teams. Program also reviews the day's outstanding plays and supplies college tunes via an orchestra and glee club.

BLISTERED FACE was received by Rosemary Bader at the Newport, Ky., Rolling Mills as she gathered material for her *Workers of the Day program* on WSAI, Cincinnati. Programs dramatize Cincinnati defense effort. Here she leans from control cab of a 100-ton crane. At one point she got too close to some hot steel, which is bad for complexions.

American Music

STANDARD favorites are presented by Claude Sweeten's orchestra during the weekly half-hour program *Music for Americans* on KFI, Los Angeles. Designed to appeal to all ages, instrumental numbers are interpolated with vocal by the Sportsmen Quartet and Lois Elaine, soprano. Joe Kearns is narrator, high-lighting the program with poetry readings. Douglas Evans produces the show which is written by Peter De Lima. John Laing announces.

* * *

All About Furs

ALL QUESTIONS about furs—new styling, care of furs, how to appraise fur coats, what to look for in buying fur coats etc.—are answered on a new program *What Do You Know About Furs?* which started on WINS, New York, Sept. 7. Program is sponsored by L. L. Roman, New York fur designer and manufacturer. Account was placed direct.

* * *

Meet the Staff

INSIGHT into the routine of a department store is pictured in the new *May I Help You?* series on WDSM, Duluth, Minn. Mike is taken into the sponsoring Freimuth's store where personnel behind the counters, in the shipping room and in the office are interviewed as an institutional feature.

* * *

Child Choir

A MUSICAL PROGRAM with a children's choir, titled *Junior Musicale*, broadcast locally by KDTH, Dubuque, Ia., is now fed to the MBS network for a quarter-hour Saturday mornings. Pianist Sylvia Johnson of Dubuque accompanies the group, with Arnie Stierman as interlocutor.

* * *

Down East

COMMENTS and questions on the history of New England make up the new man-on-the-street series *So You Think You Know New England?*, of WHEB, Portsmouth, N. H. Interviews of residents as well as newcomers are conducted from famous old Market Square.

CHOICE PERIODS OPENED UP BY DAYLIGHT SAVING TIME!

Shall We Save Some for You?

● This daylight saving time, which scrambles the network schedules twice a year, is a heck of a lot of bother, but it *does* open up some swell evening periods which we can quote to spot advertisers.

This fall's Blue network schedules beat anything yet—and that means your message will be received by an even larger and more attentive KEX audience.

These choice periods will be snapped up soon. See your nearest Petry office, or wire direct.

KEX "The Voice of the Oregon Country" Portland, Oregon

Represented Nationally by Edward Petry & Co.

After the Games

SATURDAY NIGHT quarterbacking will be the order of the day when six experts on college football get together on *Second Guessers*, a new program which made its debut Sunday, Sept. 14, at 12 noon on NBC-Red. Commenting on top-ranking gridiron battles on the previous day are Lou Little, Columbia U coach; Henry McLemore, syndicated columnist; Lynn Waldorf, coach of Northwestern U; Francis J. Powers, *Chicago Daily News* sports writer; Clark Shaughnessy, coach of Standford U; and William F. Leiser, sports editor of the *San Francisco Chronicle*. Pick-ups from New York, Chicago and San Francisco bring the experts together each week.

* * *

Always an Answer

JOE FRASETTO, musical director of WIP, Philadelphia, feeling there should be a musical answer for every song that asks a question in its title, has designed a new musical show so that the songs that are asking questions are answered by another popular song of the day. Started Sept. 18, the weekly half-hour show is called *Questions & Answers*. Listeners are solicited to send in their musical questions.

* * *

Prop Wash

AVIATION in three portions is served by Col. Roscoe Turner, famed pilot, in a weekly quarter-hour on WISH, Indianapolis. The first five minutes are devoted to current aviation news, the second five to a semi-dramatized version of Col. Turner's career, and the balance of the program to answering listeners' aviation questions.

* * *

Gaslight Days

MILWAUKEE through the years will be presented in story and song in a new series on W55M, FM station in Milwaukee. Material will be gathered from the morgue file of the *Milwaukee Journal* dating back to 1900, and will include everything from playbills and bustle advertisements to news stories.

* * *

Quiz of Two Theatres

TWO local theatres are utilized for an audience participation quiz for the *Cash Quiz* of WGBR, Goldsboro, N. C., with announcers in each theatre alternating in asking movie-goers the questions.

To the Troops

KGEI, General Electric shortwave station in San Francisco, the *Examiner* and KYA are presenting a weekly series of broadcasts for Uncle Sam's servicemen overseas. Titled *Musical Mail Bag*, the program is presented Sunday nights for uniformed men in the Army, Navy, and Marine Corps in Alaska, Hawaii and Pacific waters. Letters from the servicemen in these points are acknowledged over the air, their requested musical numbers played and relatives and friends of the servicemen are brought before the mikes to send greetings. The programs originate in the KGEI studios. KYA broadcasts the programs simultaneously for the benefit of Northern California listeners. The *Examiner* is running daily promotion stories on the series and prints a form coupon to be filled out by parents, relatives and friends of the uniformed men in distant posts who wish to appear on the international broadcasts.

* * *

Musical Milestones

A NEW SERIES of afternoon programs, embracing great works of symphonic, operatic and chamber music, to be heard Monday through Friday, 4-4:30 p.m., will start on CBS, Oct. 6. Historic but unfamiliar milestones in the developments of American music, orchestral and vocal excerpts from great operas, seldom-performed concerti of the great masters are to be included in the programs.

* * *

Beauty Tips

RICHARD WILLIS, beauty and makeup expert, who conducted the *Here's Looking at You* series on WOR, New York, last year, will start a new series of beauty analysis programs on WOR in October. Scheduled as a weekly quarter-hour, the program will feature a general makeup lesson and Willis will analyze beauty problems sent in by listeners.

* * *

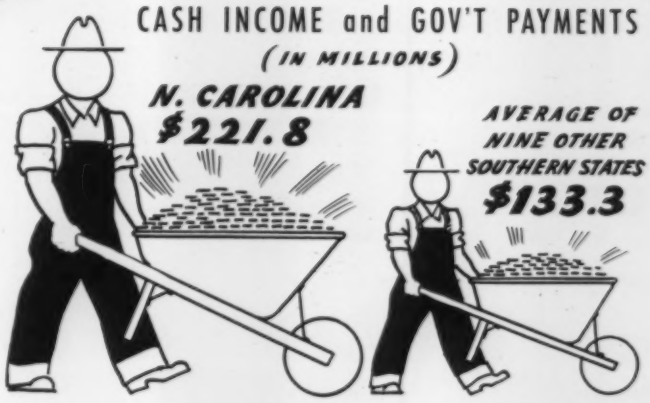
All Aboard

DESIGNED to find out where and why people travel, Paul Hodges, formerly of WLW, Cincinnati, originates the *Travel Time* show from the Pennsylvania Station in New York for WMCA. Hodges queries people in the terminal and on Wednesday night the program is piped to WLW.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)



Source: — Department of Agriculture, 1940

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Consolidated Products Co., Danville, Ill. (emulsion), 3 *sp* weekly, thru Mace Adv., Peoria.
Edwards Tablet Co., Chicago (Parr vitamins), 3 *sp* weekly, thru United Adv. Cos., Chicago.
Good & Reese Nursery, Springfield, O., 5 *sp* weekly, thru Leo Boulette, Springfield.
Dr. Hess & Clark Inc., Ashland, O. (livestock and poultry remedies), 3 *sp* weekly, thru N. W. Ayer & Son, N. Y.
Flex-O-Glass Co., Chicago (transparent screenings), *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 *sa* weekly, thru Pollyea Adv., Terre Haute.
Jumbo Studios, Lincoln, Neb. (photo finishing), 3 *sa* weekly, thru Buchanan-Thomas Adv., Omaha.
Iodine Educational Bureau, N. Y. (Iodine for farm use), 3 *sa* weekly, thru Simonds & Simonds, Chicago.
Utilities Engineering Institute, Chicago trade school), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Coyne Electrical School, Chicago, *sp* weekly, thru McJunkin Adv. Co., Chicago.
Olson Rug Co., Chicago (broadloom rugs), 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Russell-Miller Milling Co., Minneapolis (Occident flour), 3 *sp* weekly, thru N. W. Ayer & Son, N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), *sa* weekly, thru Compton Adv., N. Y.

WRC, Washington

Chatham Mfg. Co., Elkin, N. C. (blankets), 26 *sp*, thru M. H. Hackett Inc., N. Y.
J. J. Grass Noodle Co., Chicago (soup), 52 *sa*, thru Charles Silver Co., Chicago.
International Salt Co., Scranton, 3 *sp* weekly, thru J. M. Mathes Inc., N. Y.
O'Cedar Corp., Chicago, 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Cat's Paw Rubber Co., Baltimore, 10 *sa*, thru S. A. Levyne Co., Baltimore.
O'Sullivan Rubber Co., Winchester, Va., 6 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), *sa* series, thru Bermingham, Castleman & Pierce, N. Y.
Lamont-Corliss Co., New York (Danya lotion), 26 *sp*, thru J. Walter Thompson Co., N. Y.
Phila. & Reading Coal & Iron Co., Philadelphia, 5 *sa* weekly, thru McKee & Albright, Phila.
Scott Paper Co., Chester, Pa. (towels), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Stokley Bros. & Co., Indianapolis (Van Camp beans), 104 *sa*, thru Calkins & Holden, N. Y.

WDAY, Fargo, N. D.

Russell-Miller Milling Co., Minneapolis, weekly *t*, 4 weekly *ta*, thru N. W. Ayer & Son, Chicago.
Oelwein Chemical Co., Oelwein, Ia., 78 *sa*, thru Cary-Ainsworth, Des Moines.
Perfection Stove Co., Cleveland, 26 *t*, thru McCann-Erickson, Cleveland.
Flex-O-Glass Mfg. Co., Chicago, 5 *t*, thru Presba, Fellers & Presba, Chicago.
Theo. Hamm Brewing Co., St. Paul, 156 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Chamberlain Sales Corp., Des Moines (lotion), 78 *sa*, thru Cary-Ainsworth, Des Moines.
Coleman Lamp & Stove Co., Wichita, 26 *ta*, thru Ferry-Hanly Co., Kansas City.
Fitger Brewing Co., Duluth, 7 *ta* weekly, thru Sherman & Marquette, Chicago.

CKX, Brandon, Man.

Dr. Bell Medicine Co., Kingston, Ont., 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.

CFRC, Kingston, Ont.

Pure Gold Mfg. Co., Toronto (Blue Ribbon food), *sa* series, thru Cockfield Brown & Co., Toronto.

KDKA, Pittsburgh

Cleveland Cooperative Stove Co., Cleveland (Grand ranges), 6 *sp* weekly, 13 weeks, thru Lang, Fisher & Kirk, Cleveland.
Hurley Machine Co., Chicago (Thor washers, Gladiron), 3 *sp* weekly, thru E. H. Brown Adv. Agency, Chicago.
Simoniz Co., Chicago (polish), 13 *sa*, thru George H. Hartman Co., Chicago.
Carleton & Hovey, Lowell, Mass. (Father Johns), 156 *sa*, thru John W. Queen, Boston.
Phillips Packing Co., Cambridge, Md. (food), 65 *sa*, thru Aitkin-Kynett, Philadelphia.
Denton Sleeping Garment Mills, Centerville, Mich., 14 *ta*, thru Reeves Adv. Co., Toledo.
Allied Mills, Fort Wayne (feed), 156 *ta*, thru Louis E. Wade Inc., Fort Wayne.
Ranger Joe Inc., Chester, Pa. (Honey Wheat cereal), 25 *sp*, thru Clements Co., Phila.
Roman Meal Co., Tacoma, Wash. (flour), 26 *sp*, thru Edward M. Power Co., Pittsburgh.
Book House for Children, Chicago, 39 *sp*, thru Presba, Fellers & Presba, Chicago.

WHBL, Sheboygan, Wis.

Quality Biscuit Co., Milwaukee, Wis., 5 *ta* weekly, 13 weeks, thru George H. Hartman Co., Chicago.
The Pen Man, Chicago (pens), 6 *sa* weekly, thru United Adv. Cos., Chicago.
Incelo Co., Chicago (Univex movie camera), 6 *sa* weekly, thru United Adv. Co., Chicago.
Histex Corp., Chicago (Histeen tablets), 8 *sa*, thru United Adv. Co., Chicago.
Pioneer Life Insurance Co., Rockford, Ill., 6 *sp* weekly, thru Stewart Adv. Co., Chicago.
Abar Press Co., Chicago (American flags by mail), 3 *sa* weekly, thru First United Broadcasters, Chicago.
Nacor Medicine Co., Indianapolis, 6 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 70 *ta*, thru Franklin Bruck Adv. Corp., N. Y.

CHML, Hamilton, Ont.

Gillette Safety Razor Co. of Canada, Montreal, *sp*, thru Maxon Inc., N. Y.
Canada Starch Co., Toronto (corn syrup), 3 *t* weekly, thru Vickers & Benson, Toronto.
Dodds Medicine Co., Toronto, 6 *sp* weekly, thru A. J. Denne Co., Toronto.
Dr. A. W. Chase Medicine Co., Oakville, Ont., 6 *sp* weekly, thru Ardiell Adv. Co., Toronto.
George Weston Ltd., Toronto (biscuits), 3 *t* weekly, thru Richardson-Macdonald Adv. Service, Toronto.
Crown Diamond Paint Co., Montreal, *sa* series, thru McConnell Eastman & Co., Montreal.
Commercial Alcohols, Montreal (antifreeze), 6 *sa* weekly, thru McConnell Eastman & Co., Montreal.
Royal Canadian Tobacco Co., Toronto, 4 *sp* daily, thru Metropolitan Broadcasting Service, Toronto.

WCBI, Columbus, Miss.

Purina Mills, St. Louis (feed), 3 *t* weekly, direct.
Wm. Wrigley Jr. Co., Chicago, 6 *t* weekly, thru Arthur Meyerhoff Co., Chicago.
Miles Labs., Elkhart, Ind. (Alka-Seltzer), 4 *t* weekly, thru Wade Adv. Agency, Chicago.

WOWO-WGL, Fort Wayne

Lydia Pinkham Medicine Co., Malden, Mass., 105 *ta*, thru Erwin, Wasey & Co., N. Y.
Musterole Co., Cleveland (proprietary), 130 *sa*, thru Erwin, Wasey & Co., N. Y.
Longines-Wittnauer Watch Co., New York, 13 *t*, thru Arthur Rosenberg Co., N. Y.
F. Schumacher & Co., New York (fabrics), 3 *sp*, thru Anderson, Davis & Platte, N. Y.
Pinex Co., Fort Wayne (proprietary), 176 *ta*, direct.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 *ta*, thru Sherman & Marquette, Chicago.
Luden's Inc., Reading, Pa. (cough drops), 100 *sa*, thru J. M. Mathes Inc., N. Y.
Hulman & Co., Terre Haute (Clabber Girl baking powder) 39 *sa*, thru Pollea Adv. Co., Terre Haute.

KFEQ, St. Joseph, Mo.

Nutrena Mills, Kansas City (feed), 6 *sp* weekly, thru Ferry-Hanly Co., Kansas City.
Wilson & Co., Chicago (Ideal dog food), 6 *sp* weekly, thru U. S. Adv. Corp., Chicago.
Jaques Mfg. Co., Chicago (KC baking powder), 2 *ta* weekly, direct.
Carey Salt Co., Hutchinson, Kan., 6 *sp* weekly, thru McJunkin Adv. Co., Chicago.
G. E. Conkey Co., Cleveland (feed), weekly *sp*, thru Rogers & Smith, Chicago.
American Corn Millers Fed., Chicago, 6 *sa* weekly, direct.
Peppard Seed Co., Kansas City, 7 *sp* weekly, *sp* weekly, 6 *sp* weekly, thru Ferry-Hanly Co., Kansas City.

WIND, Chicago

Paul F. Beich Candy Co., Bloomington, Ill. (Whiz candy bar), 12 *sa* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.
Conservation Committeee of the Waste Paper Consuming Industries, 28 *sa* weekly, 52 weeks, thru Olian Adv. Co., St. Louis.
California Wine Co., Chicago (Barloma wine), 18 *sa* weekly, thru Irvin Meyerson, Chicago.
Bankers Life & Casualty Co., Chicago, 6 *sp* weekly, thru Lane, Benson, McClure, Chicago.
Standard Distributing Co., Chicago (Black and White cameras), weekly *sp*, thru Lane, Benson, McClure, Chicago.

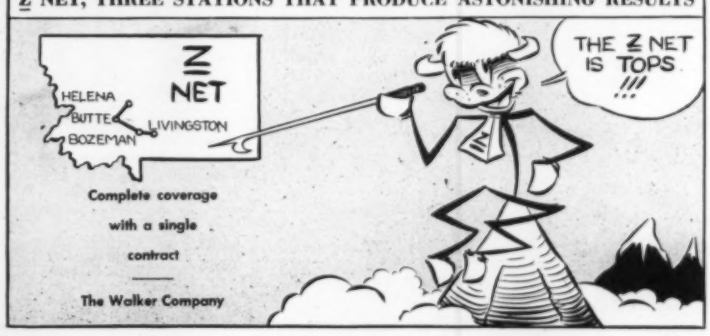
WOR, New York

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
P. Lorillard Co., New York (Old Golds), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.
William Underwood Co., Watertown, Mass. (Black bean soup), 5 *sp* weekly, thru BBDO, N. Y.
Maltex Co., Burlington, Vt. (cereal), 6 *sp* weekly, Samuel C. Croot Co., N. Y.

WHK-WCLE, Cleveland

Friendship Studios, Chicago (photographs), 6 *sa* weekly, thru Phil Gordon Agency, Chicago.
Owens-Illinois Glass Co., St. Louis (cooking utensils), 13 *sa*, thru D'Arcy Adv. Co., St. Louis.
Reverie Inc., New York (cosmetics), 2 *sa* weekly, thru Craven & Hedrick, N. Y.

Z NET, THREE STATIONS THAT PRODUCE ASTONISHING RESULTS



GARDNER NURSERY ON 140 STATIONS

GARDNER NURSERY Co., Osage, Ia., large grower of plants, shrubs and trees, has announced its fall radio campaign which calls for daily announcements on 140 stations. About 50 additional stations will be added between Oct. 1 and 15, according to Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, which handles the Gardner account.

The current list of stations:

WRVA	WIBG	WTBO	WBAX
WPRO	KROW	WDEV	KWLK
WBAL	WHEC	KYA	KRMC
WAIT	WIND	WGST	WBYN
WCPO	WHO	WCLO	KMYC
WAAT	WAAF	KTRB	WSOY
WMIN	KTKC	KJBS	KOKO
WDAY	WELI	WGAN	KTBI
WCFL	WJJD	WSPR	WISH
KMPC	WHK	WKZO	KBUR
WEW	KVOO	WEBR	WITH
KFVD	KGNF	WTOL	WHYN
WIBC	WINS	WPEN	KHAS
WHB	KTHS	KSFO	WJOB
WMMN	KFOX	WLAK	WWNC
WHAS	KMJ	WMBR	WMBS
WAVE	WBIG	KVCV	WSPA
WCAR	WICA	KFBK	WJPO
KHQ	WING	CKLW	WGNY
KFRC	KVAN	WSUN	WATR
KGHL	KGVO	KFXD	WKAT
KFYR	WDZ	KVI	KDTH
K'RO	KQW	WFDF	WFCI
KOL	KOY	WFBM	WHIS
KXA	KFBB	WINX	WKMO
WKST	WTAG	WCLE	WBOC
KWJJ	WDGY	KROC	WNAC
WFMD	WWRL	KIDO	WADC
WDEL	WSLB	KMTR	WFIL
WORK	WTAQ	WOV	WHDH
KSL	KXOK	WBRC	WWL
KSEI	KLX	KOB	KCMO
WIS	KUJ	WREN	WDBO
WLAW	WFBC	KWFT	KTFI
			KRNR

WICC, Bridgeport, Conn.

Wilson Packing Co., Chicago (Ideal dog food), 52 *sa*, thru U. S. Adv. Corp., Chicago.
Hudson Motor Car Co., Detroit, 156 *sa*, thru Brenallen Agency, N. Y.
Educator Biscuit Co., Cambridge, Mass. (Crax), 39 *sa*, thru John W. Queen, Boston.
Ex-Lax Inc., New York (proprietary), 13 *ta*, thru Joseph Katz Co., N. Y.
Foster-Milburn Co., Buffalo (proprietary), 104 *ta*, thru Street & Finney, N. Y.
Church & Dwight, New York (Cow Brand soda), 3 *sa* weekly, thru Brooke, Smith, French & Dorrance, N. Y.
BC Remedy Co., Durham, N. C., 7 *ta* weekly, thru Harvey-Massengale Co., Durham.
Dr. Sweets Rootbeer Co., New York, 13 *ta*, thru C. L. Miller Co., N. Y.
Clicquot Club Co., Millis, Mass. (ginger ale), 170 *ta*, thru N. W. Ayer & Son, N. Y.
Carter Products, New York (proprietary), 3 *ta* weekly, thru Street & Finney, N. Y.
James Hanley Co., Providence, R. I. (stoves), 30 *ta*, thru Harold Cabot Co., Boston.

WCAU, Philadelphia

Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 78 *sa*, thru McKee-Albright, Philadelphia.
John F. Jelke Co., Rochester (Good Luck Oleomargarine), 3 *t* weekly, for 39 weeks, thru Young & Rubicam, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 252 *sa*, thru J. D. Tarcher, N. Y.
Natural Casing Institute, Chicago (Breakfast Sausage), 22 *sa*, thru Charles Silver & Co., Chicago.
M. & M. Candies, New York, 52 *sa*, thru Lord & Thomas, N. Y.

WHN, New York

C. A. Briggs Co., Cambridge, Mass. (R. I. Cough Drops), *sa* daily, 16 weeks, thru Horton-Noyes, Providence, R. I.
Pinex Co., Fort Wayne, Ind. (cough remedy), 6 *sp* weekly, thru Russel M. Seed Co., Chicago.

KGNO, Dodge City, Kan.

Gooch Food Products Co., Lincoln, Neb., 105 *sa*, thru Potts-Turnbull, Kansas City.
Kellogg Co., Battle Creek (corn flakes), 26 *sa*, direct.

WEAF, New York

Phillip Morris & Co., New York (Dunhill cigarettes), 3 *sp* weekly, 13 weeks, thru Biow Co., N. Y.

CJOR, Vancouver

York Knitting Mills, Toronto, *sa* series, thru Cockfield Brown & Co., Toronto.

Radio Advertisers

HOTEL WARWICK, Philadelphia, has bought time on KYW, Philadelphia, for a series of regular programs to originate from the hotel. Each Monday, the Warwick presents a series called *Luncheon at the Warwick*, originating from the cocktail lounge, at which time prominent guests registered at the hotel are introduced and interviewed. The account is handled by Al Paul Lefton Co., Philadelphia, and L. D. Taylor, of the KYW sales staff, is contact man for the station.

FOUR New York stores have joined in a cooperative campaign over WQXR, New York. Bonwit Teller, Charles of the Ritz, W. & J. Sloane and Hammacher Schlemmer will participate jointly in sponsoring a shopping guide series entitled *Let's Talk Shop* five days weekly for 13 weeks. Program is heard from 9:45 to 10 a.m. The program was arranged by Edgar Belmont, independent producer. Miss Ross Williams, formerly of *Vogue*, is featured.

W. E. LONG Co., Chicago, baking specialists and representatives, has sold transcribed feature service to Asheville Baking Co., Asheville, N. C., for 52 weeks on WWNC and WISE, Asheville; to Erickson Baking Co., LaCrosse, Wis., for 52 weeks on WKBH, LaCrosse; to Sunlite Bakeries, San Jose, Cal., for 52 weeks on KQW, San Jose; KDON, Monterey; and KHUB, Watsonville, Cal.

FORD DEALERS of Indianapolis have signed with WIBC for a special 3½-hour show to introduce 1942 models, the onetime program to consist of 11 remote pickups from local dealer salesrooms as well as musical interludes. WIBC has also signed L. Strauss & Co., one of the city's largest department stores, to sponsor seven Purdue and Indiana U football games, to be handled by Bert Wilson.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups), recently renewed for 13 weeks its announcement campaign on 7 western stations. It is using one-minute transcribed dramas five times weekly on all stations. Agency is Lord & Thomas, San Francisco. The station list: KPO KSFO KNX KFI KARM KSEI KIDO.

WARD BAKING Co., Chicago (Tip Top bread), thru W. E. Long Co., Chicago, has started a thrice-weekly quarter-hour on WGN, Chicago, featuring Charles W. Hamp; also a quarter-hour live talent show five days a week on WAAF, Chicago. Transcriptions featuring Hamp will be placed on other radio stations in the Chicago area, as yet unselected.

NEWEST MEMBER of the staff of KOA, Denver, is C. L. (Poss) Parsons (right), noted Western sports writer, here signing up as sports commentator as General Manager Lloyd E. Yoder, himself a Carnegie Tech All-American, looks on. Mr. Parsons, a former nine-letter man at Iowa U and a member of Grantland Rice's All-America football board, on Sept. 25 started a series of football dopecasts which will include pre-game selections and interviews. Formerly *Denver Post* sports editor, he also will assist on KOA's nine-game schedule of Big Seven play-by-play broadcasts.

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour), after a summer lay-off has resumed for nine months daily quarter-hour Finnish news broadcasts on WEBC, Duluth, WMFG, Hibbing, and WHLB, Virginia, with Onni Laine as newscaster. Commercials and news are both in Finnish. N. W. Ayer & Son, Chicago, handles the account.

BREAKFAST CLUB COFFEE, Los Angeles, has contracted on a 52-week basis for a six-weekly quarter-hour newscast on KFAC, that city. Firm also sponsors *Voice of Friendship* on 3 CBS Pacific Coast stations (KNX KARM KSFO), Mon., Wed., 8-8:15 a.m. (PST). Lockwood-Shackelford Adv. Agency, that city, has the account.

MIDDLETOWN MILK & CREAM Co., Northern New Jersey, and Dellwood Dairy Co., New York and Westchester (Creami-Rich Milk), have started 13-week test compaign using *Make Believe Ballroom*, WNEW, New York, Tuesday, Thursday and Saturday, 11-11:30 a.m. Agency is W. I. Tracy Inc., New York.

DR. J. O. LAMBERT, Ltd., Montreal (proprietary), on Oct. 5 starts *Memoirs of Dr. J. O. Lambert*, dramatic quarter-hour transcribed episodes of his travels throughout Canada on a large number of Ontario, Quebec and eastern Canadian stations. Account is placed by J. E. Huot, Ltd., Montreal.

To Honor Spang

J. P. SPANG Jr., president of the Gillette Safety Razor Co., will be presented with a plaque by *Sporting News* in a pre-World Series broadcast Sept. 30. The plaque is in recognition of Gillette's sponsorship of the series for the third consecutive year. The company paid $100,000 for the rights to the games, which will be aired over MBS.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary), has taken over the early morning rural program on WGN, Chicago, at 6-7 a.m., five days a week. Program has been retitled *Breakfast Time Frolics*, and features transcribed hillbilly music. Agency is Benson & Dall, Chicago.

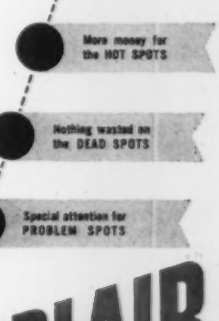
BYERS FLOUR MILLS, Camrose, Alta. (cereals), has started *Adventures of Pinocchio* three times weekly on CJRC, Winnipeg; CKCK, Regina, Sask.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C. Account was placed by Stewart-McIntosh, Calgary, and transcription from Exclusive Radio Features, Toronto.

DRUG COMMODITIES Ltd., Toronto, (vitamin tablets) on Oct. 10 starts a thrice-weekly studio show *Live 'n Learn* on CFRB, Toronto, as a test, with expansion planned for other Canadian stations. Program is produced and account handled by Dickson & Ford, Toronto.

EX-LAX Inc., Brooklyn (proprietary), has purchased 136 one-minute transcribed announcements, Monday through Friday, for 13 weeks, three days on WINS, New York. Agency is Joseph Katz Co., New York.

CAMPBELL GRAF, formerly of Roche, Williams & Cunnyngham, Chicago, has joined Jacques Mfg. Co., Chicago as assistant advertising manager.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume



JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

THE FONT OF DEMOCRACY

★

America will never betray the principles of its founding Declaration of Independence; "all men are created free and equal."

It is this unceasing voice upholding the ideals of freedom, couched in many different languages that sets this radio station apart as the font of true democracy.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

BOOST YOUR SALES
Advertise over Central America's most modern stations
190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 5,000 Kc.
Colon, Panama

SPEND LESS . . . GET MORE on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP

BOSTON'S STAR RADIO SALESMAN

PREMIER FOOD PRODUCTS for the Jewish field has bought *Dear Editor*, 8:30-8:45 a.m. Tuesday and Thursday beginning Sept. 30 on WEVD, N. Y. Advertising will be continued in Jewish dailies, all placed through Joseph Jacobs Jewish Market Organization.

BROWNS' BREAD Ltd., Toronto (bakers), on Sept. 22 started transcribed and live spot announcement campaign several times daily, six days a week, on CFRB, Toronto; CKCL, Toronto; CHML, Hamilton, Ont. Placed through McConnell-Eastman & Co., Toronto.

WEINBERGER DRUG Co., chain drug store operator, has signed with WHK, Cleveland, to sponsor an average of three spot announcements daily, seven days a week, for one year, starting Oct. 1. Agency is Lustig Adv. Agency, Cleveland.

AGNEW SURPASS SHOE STORES, Toronto (chain), on Sept. 26 started *C.O.D.* (*Cash on the Dart*) half-hour audience participating quiz and dart game, weekly on CFRB, Toronto. Account was placed by Dickson & Ford, Toronto.

HIRSCH CLOTHING Co., Chicago, on Sept. 30 started a thrice-weekly quarter-hour recorded program, *Korn Kobblers*, on WGN, Chicago. Account was placed by Schwimmer & Scott, Chicago.

PISO Co., Warren, Pa. (cough remedy), on Oct. 1 started a five-minute news program on WENR, Chicago, 5 weekdays for 26 weeks. Agency is Lake-Spiro-Shurman, Memphis.

CHEVROLET MOTOR Co. has bought 33-50 word station breaks for 11 days Monday through Sunday beginning Sept. 16 on WINS, New York. Agency is Campbell-Ewald Co. of New York.

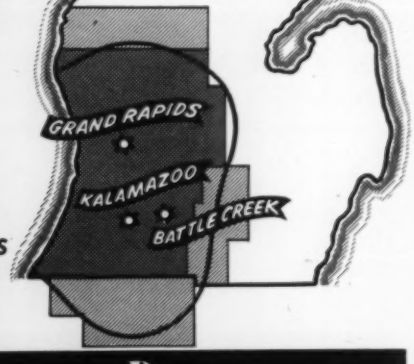
590 KC

WKZO

5000 WATTS
1000 WATTS AT NIGHT

COLUMBIA'S EXCLUSIVE OUTLET FOR WESTERN MICHIGAN

DOMINATING MICHIGAN'S SECOND LARGEST MARKET



FREE & PETERS, INC.
Exclusive National Representatives

George Bayard to Join Russel M. Seeds as V-P

GEORGE BAYARD, CBS contact man for six years, will join Russel M. Seeds Co. Oct. 15 as vice-president in charge of the recently opened New York office and service contact for the Mennen Co. account. A graduate of the U of Indiana, Mr. Bayard was with Hearst Publications and *Liberty* magazine before joining CBS.

Tom Wallace, executive vice-president of Russel M. Seeds Co., Chicago, will relinquish his executive duties Oct. 15 to devote his entire time to the production and exploitation of *Uncle Walter's Dog House*, sponsored by Brown & Williamson Tobacco Corp., Louisville (Sir Walter Raleigh pipe tobacco), heard Fridays at 9:30-10 p.m. on NBC-Red. Mr. Wallace and the cast will make a movie and have tentatively planned a six-month series of personal appearances.

Jack Richardson Jr., assistant to President Freeman Keyes, becomes vice-president on Oct. 15, with headquarters in Chicago.

Ad Club Course

THE 18th year of the New York Advertising Club's advertising and selling course will open Oct. 20. The course consists of 26 lectures by leaders in the advertising and sales fields and six clinics giving opportuntiies to do practical work in any one of the following subjects: Sales promotion, advertising copy, radio production, advertising production, and salesmen's problems. The radio production course is directed by Eugene S. Thomas, sales manager of WOR, New York. Lectures will be given by Julius F. Seebach Jr., vice-president in charge of programs at WOR; Robert A. Simon, director of continuities, WOR, New York; Roger Bower, producer, WOR; William Spier, CBS director of scripts; Robert T. Colwell, J. Walter Thompson; Mrs. Harold Milligan, of the General Federation of Women's Clubs.

Arnold, Rubicam to Talk

THURMAN ARNOLD, assistant attorney general, and Raymond Rubicam, chairman of Young & Rubicam, New York, will discuss, not debate, the general subject of "Advertising" at a dinner sponsored by the Advertising Women of N. Y. and Advertising Club of New York in cooperation with the Advertising Federation of America, the Sales Executive Club and the American Marketing Assn. at the Hotel Biltmore, New York, Tuesday, Oct. 7, at 6:30 p.m.

Pacific AAAA Plans

PACIFIC COUNCIL, American Assn. of Advertising Agencies, is preparing for its seventh annual convention at Hotel Del Monte, Del Monte, Calif., Oct. 23-24. William H. Horsley, of Pacific National Adv. Agency, Seattle, is chairman; Dan B. Miner, Dan B. Miner Co., Los Angeles, vice-chairman; Joseph R. Gerber, Joseph R. Gerber Co., Portland, secretary-treasurer. Governors are August J. Bruhn, McCann-Erickson, Los Angeles, and W. A. Brewer, Brewer-Weeks Co., San Francisco.

HEINTZ & KAUFMAN Ltd., San Francisco, have assigned its compressed gas condenser business to Lapp Insulator Co., of LeRoy, N. Y.

Agencies

PAUL SCHWANKEL, formerly of John H. Riordan Co., Los Angeles, has joined the copy department of Milton Weinberg Adv. Co., that city.

WALTER K. NEILL, head of the Los Angeles agency bearing that name, and Maxine Upham, Hollywood publicitist, recently announced their engagement. Wedding is planned for early December.

FREEMAN KEYES, head of Russel M. Seeds Co., Chicago, was in Hollywood for initial broadcast of the weekly NBC program, *Capt. Flagg & Sergt. Quirt*, which started Sept. 28 under sponsorship of Mennen Co.

J. F. ROCHE, script supervisor of N. W. Ayer & Son., New York, has joined the lecture staff of the New York U Radio Workshop.

ARTHUR EDDY has established publicity offices at 1680 N. Vine St., Hollywood, and will concentrate on radio as well as film accounts. Telephone is Gladstone 5305.

McCONNELL, EASTMAN & Co., Vancouver, has moved to larger offices in the Stock Exchange Bldg., West Pender St.

STEWART - McINTOSH, Calgary, has moved to larger offices in the Southam Bldg.

FRANK VOS, formerly of Erwin, Wasey & Co. and Hoover Mfg. & Sales Co., has joined the copy department of Schwab & Beatty, New York.

CHARLES F. BEARDSLEY has resigned as merchandising manager of WMRN, Marion, O., to join Byer & Bowman Adv. Agency, Columbus, O.

ADRIAN SAMISH, producer-supervisor of Young & Rubicam, New York, has resigned effective Oct. 15 to become producer-director of Paramount Pictures, New York. With Young & Rubicam he has been associated with the production of *Helen Hayes Theatre*, *Aldrich Family*, *Silver Theatre* and many other shows.

Johnson Heads Council

WILL S. JOHNSON, president of Vick Chemical Co., was installed last week as president and chairman of the executive committee of the Market Research Council in New York. Other new officers are Elmo Roper, vice-president, and D. B. Lucas, of New York U, secretary-treasurer. The officers, together with the retiring president, Arno H. Johnson, of J. Walter Thompson Co., and Hugh M. Belville Jr., statistician of NBC, compose the executive committee.

AN INVESTIGATION of six marketing and distributing practices of the bread industry, not including advertising, has been started by the Federal Trade Commission at the request of Leon Henderson, OPM administrator.

Super Results for a Super Market!

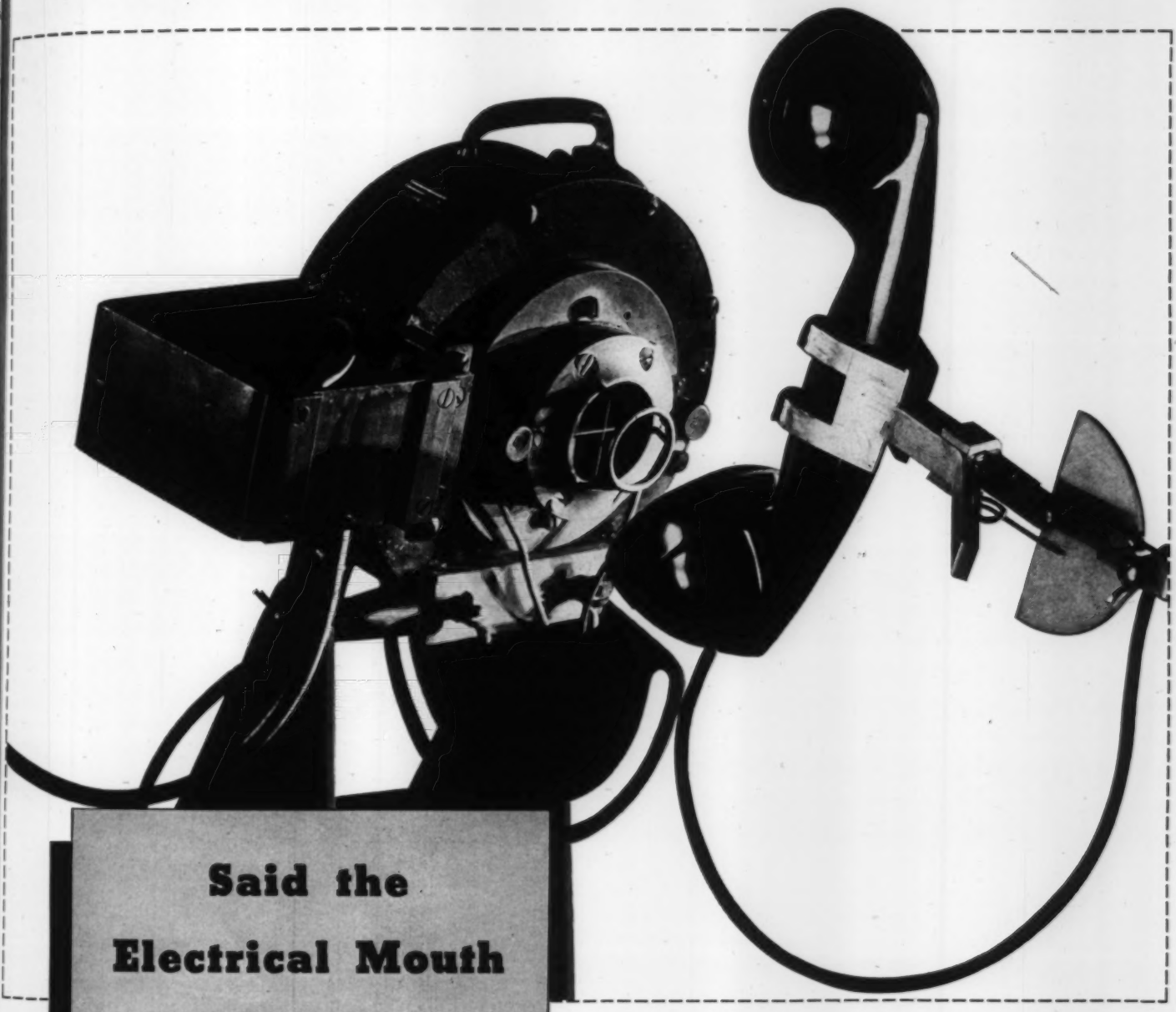
3 OUT OF 4 Baltimore Listeners Daily!

Skeptical? Make us prove it! Write for full details—find out why WCBM gives you . . . "PENNY FOR PENNY COVERAGE BETTER THAN ANY"

WCBM

BALTIMORE, MARYLAND

MEMBER NBC BLUE NETWORK



Said the Electrical Mouth to the Electrical Ear...

"If you were passing through the Bell Telephone Laboratories in New York City, you might hear these strange sentences being repeated by an electrical mouth into the transmitter of a telephone — 'Joe . . . took . . . father's . . . shoe . . . bench . . . out. She . . . was . . . waiting . . . at . . . my . . . lawn.'

"These sentences contain all the fundamental sounds in the English language that have anything to do with the intensity of sound in speech. By listening to them, by measuring the accuracy with which each sound is carried over the wire, our engineers test the quality of the transmitter.

"Of course, this is only a small example of the work at the Bell Laboratories. There research is carried on constantly in the interest of the telephone user. Experimenting, testing, figuring out ways to create new equipment or to improve present methods is the daily job.

"In times like these, the work of the Bell Telephone Laboratories takes on added importance. Swift, dependable communication is a big factor in preparedness."

This is a quotation from THE TELEPHONE HOUR—*a regular program heard each Monday night over the N. B. C. Red Network. Laboratories of the Bell Telephone System are constantly at work to improve telephone facilities for network broadcasts.*

Incorporating both Frequency Modulation and Amplitude Modulation in one U.H.F. receiver. Covers three bands: 28 to 46 mc., 45 to 84 mc., 81 to 142 mc. Switch changing from FM to AM reception. Acorn tubes in RF and converter system. Beam power tubes in AF amplifier. Controls are: RF gain control, band switch, antenna trimmer, IF selectivity control and power switch, volume control, pitch control, tone control, "S" meter adjustment, AVC on-off switch, send-receive switch, phone jack, amplitude of frequency modulation switch, 15 tubes. Operates on 110 volt 50-60 cycle AC. Model S-27 complete with tubes. $195.00.

1918 GADGETS FOIL STATIC

RCAC Dodges Aurora Borealis by Long Detour And Use of Antique Alternators

A 12,000-MILE radio detour aided communications engineers in combating effects of recent magnetic storms attending the Aurora Borealis display in the skies. RCAC engineers report that it has been determined that when a magnetic storm rages more havoc is wrought on radio waves traveling in an east-west direction than those traveling north-south.

To keep messages and transatlantic broadcasts moving, traffic was routed from New York to Buenos Aires and thence to London, thereby dodging the main effect of the magnetic storms.

1918 Alternators Used

Engineers also reported they were successful in bringing into use 1918 model longwave alternators. While the latest model vacuum tubes were overpowered by the storms, the old alternators—the only ones in service in the United States—were successful in cutting through the storm to reach European points.

While radio veterans agreed that the latest display was one of the most dazzling and widespread from a visual standpoint, they pointed out that brightness and scope of the "astral pyrotechnics" did not necessarily signify the intensity of the disturbance on the radio. The storm, incidentally, had no influence on television. Engineers said the ultra-short waves used to transmit pictures are immune to static and fading.

AT&T reported over last weekend that while overland broadcasting circuits were unaffected, transoceanic telephone circuits were hard hit. The trans-Pacific circuit to Honolulu, however, was one of the few operating without static. Telephone engineers termed the storms severe but not approaching those of last Easter.

The storms evidently had their own sense of humor. Two intimate telephone conversations were imposed on the broadcast signal of WAAT, Jersey City, for a time. One involved a discussion of blind dates between two young ladies, which was described by listeners as "spicy". Another between two gentlemen was about another young lady and was said to have been "strong but not objectionable". Studio attaches were kept busy assuring listeners that it was all a mistake and not a change of program policy on the part of WAAT.

SITE IN MILWAUKEE

Journal Co. Lays Cornerstone For Radio City

CORNERSTONE laying of the new Radio City in Milwaukee, being constructed by the Journal Co., was broadcast Sept. 27 on WTMJ and its FM affiliate, W55M. The building is scheduled for completion early next spring.

Walter J. Damm, the Journal Co. general manager of radio, wielded the trowel, with an address being given by Harry J. Grant, chairman of the board. Among other speakers were Chairman James Lawrence Fly, of the FCC and Gov. Julius P. Heil of Wisconsin.

Recordings of the speeches and individual voices of WTMJ-W55M personnel were placed in the cornerstone. The Radio City also will house the Journal Co.'s projected television station.

Addressing himself to an audience in the year 2041, FCC Chairman Lawrence Fly in his recorded "cornerstone speech" commented:

"You may be interested in learning what we had in 1941 and how the immediate future appeared. We had only as an integral part of our daily lives what we know as amplitude modulation or standard broadcasting. Television and facsimile broadcasting and FM aural broadcasting are all in their very infancy and are available only to a limited number of people in our larger cities. But on the technical side the progress of radio into these and every newer fields seems assured." It seems safe to predict that within the next 10 years television, colored television, and eventually stereoscopic or three-dimensional television will become as commonplace as broadcasting is today in 1941. Likewise, facsimile broadcasting and what is to us a new technique in the radio art—frequency modulation—will be available everywhere. You will have forgotten the distinction."

A 12-PAGE section devoted entirely to stories, pictures and advertising pertaining to FM supplemented the Sept. 21 Sunday edition of the *Chicago Tribune*, on the occasion of the inaugural of its own W59C as a sister station to WGN.

FM for Kansas City

KANSAS CITY was awarded its first commercial FM station when the FCC last Tuesday granted a construction permit for a new station to Everett L. Dillard, trading as the Commercial Radio Equipment Co. The 44.9 mc. channel was assigned under the grant to cover a service area of 4,400 square miles. Commercial Radio Equipment Co. is engaged in the radio equipment business as well as consulting engineering, frequency checking, and other services for broadcasters.

FM Weathers Storm

FM's CHANCE to really prove its claims of static free reception came during the recent Aurora Borealis display when standard broadcast facilities as well as all line communications were virtually blacked out. Except for an occasional tendency toward freak long-range transmissions over hundreds and even thousands of miles, the FM band was not susceptible to the blanket of noise that usually disrupt atmospheric conditions, it was reported.

Philco Names Vreeland

FRANK THORPE VREELAND, a veteran of 11 years in the motion picture industry, has been appointed dramatic director of WPTZ, Philco Philadelphia television station, according to E. N. Alexander, station manager. Simultaneously the addition of Ernest Walling, formerly production manager of the Barter Theatre of Abingdon, Va., famous for its policy of accepting livestock and crops in lieu of paid admission, and Gilbert Gould Brown, formerly a sound engineer for RKO pictures for nine years, to the production staff of the video station was announced last week.

Video Newsreel

THE first specially edited television newsreel released in the West has been completed by Photo & Sound, San Francisco transcription firm. It features scenes of the defense of Leningrad and a special commentary on Russia by Walter Duranty. The initial release uses public domain music and will be sent to all television stations

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC
Long Island City, N.Y.

Johnnie Doubles

VERSATILE is Johnnie O'Hara, sportscaster of KWK, St. Louis, who does a neat job of doubling in brass by relieving the telegraph operator on ticker baseball games taking down the account of the game as it comes over the wire in code. O'Hara once held an extra-first grade license, the highest possible grade, and at onetime was trans-Atlantic chief operator on some of the world's largest ocean greyhounds.

Federal Jobs Open

EXAMINATIONS for information specialists have been announced by the Civil Service Commission for positions paying from $2,600 to $4,600 per annum. Information specialists are used by the Government to prepare interpretative radio broadcasts for the air and in connection with national defense matter for publications. For the radio option, experience is required in educational and informational radio work, including preparation of radio manuscripts and actual broadcasting. Applications close Oct. 23 and further information can be obtained from any first or second class postoffice or the Civil Service Commission, Washington.

WATN, Watertown, N. Y., has appointed Burn-Smith Inc., as national sales representatives.

WANTED

Five kilowatt gasoline engine generator with output of 110 volts AC single phase. Must be in good condition.

WHP
Harrisburg, Pa.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Operator—First class Radio Telephone license. Full particulars, salary expected first letter. WTAX, Springfield, Illinois.

Chief Engineer—Southern local station, applying for Kilowatt. Must be experienced in Directional Antenna. Write fully first letter. Box 953, BROADCASTING.

Announcer-First Class Telephone License—By Southern local station increasing Kilowatt. Give full experience, draft status, salary expected and transcription if available. Box 954, BROADCASTING.

Wanted — Experienced commercial man with drive, ability and ambition, able to build and hold sales. Permanent position in expanding market for the right man. Box 952, BROADCASTING.

Wanted Immediately—Experienced, first-class technician for mid-west network 250 watt station. State qualification, salary and references. Interview if possible. Address H. M. Steed, WLAV, Grand Rapids, Michigan.

Situation Wanted

Chief Engineer—Desires station west of Mississippi River. Expert maintenance man. Box 957, BROADCASTING.

Copywriter—Also announcing and production. Available immediately. State salary, request details. Box 964, BROADCASTING.

Announcer—Capable, experienced, reliable, and loyal. Can start work this week. Box 965, BROADCASTING.

Station Manager—Goodwill builder. No high pressure specialist. Fine references and record. Box 967, BROADCASTING.

Engineer—Control transmitter maintenance now five kilowatts. Single, draft 4F. Three years college. Box 960, BROADCASTING.

Salesman—Producer with eight years radio experience, married, draft exempt, good record, available immediately. Box 958, BROADCASTING.

Engineer—With Telephone First and Telegraph Second licenses. Desires position. Broadcast experience. Available immediately. Box 962, BROADCASTING.

Can Save—My salary in supervising construction, equipping and staffing your new station, with minimum delay. Box 966, BROADCASTING.

Children's Programs—Promote your station by an up and coming public service program. Attractive **Young Woman**, college graduate, experienced with civic and children's programs on metropolitan radio and television stations, little theatre and stock company acting experience, able to write scripts, direct, and broadcast. Can fit into any station activities. Box 955, BROADCASTING.

Situations Wanted (Continued)

Transmitter Engineer—First Phone, Second Telegraph; experienced WE-RCA and Marine equipment. Draft deferred. Former U. S. Navy. Box 969, BROADCASTING.

Operator—Now employed, desires permanent position preferably southern. First class Telegraph and Telephone licenses. General experience. Married. Box 959, BROADCASTING.

Studio Engineer — Have first class license. Five years' studio experience with RCA and WE equipment, old and new. Classified 3A. Box 956, BROADCASTING.

Radio Executive Available — Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 951, BROADCASTING.

Announcer—Newscaster, good commercial. Special events, street show, emcee. Assist production, cantinuity, sales. Experienced independents, affiliates five years. Moderate salary with opportunity. Employed. Transcription, references. Box 961, BROADCASTING.

Commercial Script Writer—B. A. Degree, Journalism major. Special work in script writing. Microphone experience, good tone quality. 1½ years actual working experience. Write Miss Lydia Ames, 5411 Bryan Street, Dallas, Texas.

Producer, Writer, Actor—Young, with more than 13 years background in radio and theatre, desires association with leading radio station or agency in or about New York City. Originals and adaptations have sparkle. Productions have listener and client response. References. Draft deferred. Box 968, BROADCASTING.

Highly Trained Announcing - Continuity Production—NYU Radio Workshop. College. Go anywhere. Draft free. References. Box 972, BROADCASTING.

Production Assistant-Continuity Writer — Excellent educational and secretarial background. Two years production-acting-continuity with Columbia station. Box 971, BROADCASTING.

Wanted to Buy

Wanted—1-5 KW transmitter. Must be first-class condition. Give full information covering length of service, make, price, et cetera. first letter. Box 963, BROADCASTING.

For Sale

Western Electric — 250-watt transmitter, excellent condition. Less than year old. Station WGNY, Newburgh, New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

KINY
"The Friendly Voice of the Capital"
"Hey Fellows!"
Alaska is one of the great sport and scenic areas of the world. It is the world's salmon capital, center of the fur industry, one of the great gold producing areas, and now a major defense post.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS,
CLEAR CHANNEL

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

Merchandising & Promotion

Budgets of Stores—Kid Lost—Hunnert Bucks—Bell Ringer—Week of Brands

EXPERIENCE has shown that a station can get a bigger share of the advertising budgets of large department stores when supplementary merchandising and promotion is emphasized, with sales, promotion and production departments all cooperating, according to Promotion Director Perry Driggs and Production Manager Glenn Shaw, of KSL, Salt Lake City. When the local Paris Co. last spring sent up a trial balloon for radio with three early morning newscasts weekly on KSL, station officials set the stage for an all-out promotion to make the Paris Co. radio-minded once and for all.

A complete promotional campaign was launched at the start of the newscast series. News for store showwindows, with teletypes and war maps on display, was a principal feature. Pleased with the results, the store recently signed Arthur Gaeth, KSL, news commentator. To celebrate the event, a party was held in the KSL studios, attended by more than 100 store employes and the Paris Co. management. Highlighting the party were a special "parade of KSL talent" and a dramatization, *Paris March of Progress*, along with a lecture on war news by Commentator Gaeth.

* * *

Where's Snooks?

TO PROMOTE INTEREST in the return of Fanny Brice as "Baby Snooks," who has supposedly mysteriously disappeared and around whose disappearance the whole format of its show is woven, General Foods, sponsor of *Maxwell House Coffee Time*, has sent out a two-second recording of Baby Snook's voice saying, "Nobody knows where I am," to the 91 NBC-Red stations carrying the program. In addition, many of these stations are conducting contests among listeners to get their views on the whereabouts of Snooks. Actually, Miss Brice is on an extended vacation which carried through the opening of the show Sept. 4 until Oct. 2, when she is due to return. Agency is Benton & Bowles, New York.

* * *

KPRO's Bow

INITIAL sales promotion brochure directed to advertising agencies and prospective advertisers, has been released by KPRO, new Riverside, Cal., 1,000-watt fulltime station on 1440 kc., slated to start operation about Oct. 12. The ten page mailing piece includes market information and coverage area map, supplemented by tables and photographs. Also contained are brief accounts of services and programs available to sponsors. Buff-colored cover carries an architect's sketch of the station and transmitter. W. L. Gleeson is president and general manager.

* * *

P & G Contest

PROCTER & GAMBLE Co., Cincinnati, is offering 226 prizes, ranging from $25 to $5,000 in a sentence-ending contest for Crisco.

How to Get Publicity

RADIO EDITORS last week received a small box containing a metal scratcher attached to a card reading: "We've scratched our heads . . . no luck! Now, maybe if you and your readers scratch yours . . . ?" Also enclosed was a copy of the opening script of the new program which Vick Chemical Co. will sponsor on NBC-Red each Sunday afternoon, beginning Oct. 5, and a letter from Jerome Patterson, Vick's advertising manager, stating that the show lacks a title and offering $5,000 to the person sending in the winning name. Then, says Mr. Patterson, "we're going to ask the winner what newspaper he —or she— reads, and send the radio editor of that paper a peach of a wallet with a crisp new hundred dollar bill tucked in. This will be for his cooperation in helping us find a title."

Meanwhile, the letter states, the program, based on the recent best-seller, "And Beat Him When He Sneezes," will be caller *How to Win $5,000*.

* * *

For Selectees' Mothers

MOTHERS of selectees at Army camps are participants in a new series of weekly programs originated by WCAM, Camden, N. J., called *Selectee Mothers*, and sponsored by the Hurley Department Store in Camden. The program, held in the chambers of the Camden County Commission, features a drawing which provides an all-expense trip for a selectee's mother to visit her son at the Army camp. In addition to news about the boys at camp, morale officers at the various camps in the territory serve as guest speakers. The program is directd by Walter Maguire and handled by Ed Tucker.

* * *

Hand on Bell

SILHOUETTE of a hand ringing a bell with the caption "Hear ye, Hear ye, . . . Town Meetin' Tonight", is the design for a leaflet circulated by the NBC-Blue to announce the schedule of *America's Town Meeting of the Air* which returns to the air Oct. 16, for another season on the Blue, Thurs., 9:15-10:15 p. m. EST.

* * *

'Quiz Kids' Trailer

MOVIE TRAILERS plugging the *Quiz Kids*' first short subject released by Paramount Pictures will be furnished thru WLS, Chicago, to 400 theatres in the Paramount Chicago area, which includes the greater part of Indiana and Illinois. Included in the animated section of each trailer will be a WLS program promotion tie-in.

* * *

Grid Calendar

PROMOTING its football broadcasts, KLZ, Denever, is offering listeners free copies of the 1941 KLZ Football Calendar through Sportscaster Jack Fitzpatrick. The calendar includes last year's scores, current schedules, new rules and other grid information.

125 YEARS of progress for Tuscaloosa was celebrated Sept. 14, with WJRD playing a major role in the formalities and festivities of the occasion. Standing behind a huge birthday cake to exchange felicitations, and surrounded by a studiceful of flowers, are (l to r) James R. Doss Jr., owner of WJRD; J. E. Reynolds, commercial manager, and Hon. Luther Davis, chairman of the Tuscaloosa City Commission.

Week of Brands

LETTERS pledging time and talent to promote Nationally Advertised Brands Week, Oct. 3-13, are being sent by WTAG, Worcester, Mass., to more than 200 Central New England druggists. Dealers are also invited to attend a special broadcast to launch the drive and the letters call attention to the various promotion ideas that WTAG is applying to the week.

* * *

BROCHURES

NBC Blue—Four-fold mailing piece in blue and green entitled "Radio Bargain" citing the value of the Southeastern Group for sponsors.

KSL, Salt Lake City—Red-and-brown folder, "KSL Coverage," with maps and figures on KSL coverage as defined by the 1940 fifth area study of CBS.

KSD, St. Louis—Brochure with red-and-black cover with 18 pages of KSD personnel, coverage maps, features, etc.

KROW, Oakland, Cal.—Booklet entitled, "On the right track to the Northern California market," telling facts about Oakland and the coverage of KROW.

WDZ, Tuscola, Ill.—Folder titled "People Are Your Market at WDZ" in three colors, describing the station's intensive coverage of its downstate market.

NBC—*Listening in on the World*, the story of NBC's listening post at Belmore, Long Island.

INS
Accuracy is the first law of I N S. Speed comes next. Sparkle, human interest, a good show is a close third.
INTERNATIONAL NEWS SERVICE

UNLIKE most businesses, successful radio station operation calls for being on the spot . . . and staying on it.

This fall and winter there will be lots of national and regional spot. The outlook is way ahead of last year, miles past the year before. It's the biggest spot season in radio history.

Your job is to put your station on the spot. That's an effort that calls for plenty of coordination, including a combination of your station representative, personal solicitation, effective correspondence . . . and BROADCASTING.

BROADCASTING, of course! Its 9800 circulation blankets radio advertisers and their advertising agencies. Its advertising renewal percentage (85%) is so abnormally high that the answer can't be anything but *results*. Its rates are amazingly low as shown by the fact that while circulation has grown 400% in 10 years rates have gone up only 20%. Its popularity among time buyers is proved by a whole string of surveys.*

You're heading right when you open the new spot season with a schedule in BROADCASTING.

* WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES.

WCKY
50,000 WATTS
CINCINNATI
CBS
First in public service... in programs
Ask any Free & Peters office for more information about WCKY, one of seventeen CBS 50,000 watt stations.

Studio Notes

WHEB, Portsmouth, N. H., in mid-September when a forest fire started near South Berwick, Me., carried official appeals for food and coffee for persons fighting the week-long fire. When food supplies piled up at the studio, 20 miles from the blaze, WHEB organized transportation and moved the supplies into the area to feed about 1,000 firefighters. The station also carried on-the-spot accounts of the conflagration as well as special official announcements discounting false rumors about the fire's spread. The WHEB crew going into the heart of the fire zone for the broadcasts were Bill Bradley, Gordon Kinney and Sid Dimond, under supervision of Manager Bert Georges.

DURING August, WLS, Chicago, presented over 60 special programs pertaining to National Defense, contributing almost 14 hours of time. Over 50 of these programs originated in the WLS studio.

WIND, Gary, Ind., will broadcast the four-hour *Night Watch* direct from Isbell's Restaurant, Chicago, starting Oct. 1, when the night club starts sponsorship of the program. Contract calls for 26 hours weekly, 12-4 a.m. nightly for 52 weeks. A studio, equipped with recording turntables and a teletype machine for late news, is being built in the restaurant to handle the show.

WHEN the State Dept. of Health banned children under 18 from appearing at public gatherings because of the threat of an infantile paralysis epidemic, WHP, Harrisburg, Pa., recently started a special Sunday morning half-hour of Sunday school lessons. Every Sunday morning, from 9:30 to 10, the Dauphin County Federation of Men's Bible Classes furnishes a speaker who presents a lesson from the Scriptures.

MICHAEL M. SILLERMAN, president of the Keystone Broadcasting System Inc., has announced the organization's Hollywood office has been closed and transferred to New York. Keystone's New York offices are at 580 Fifth Ave.

WQXR, New York, will inaugurate three new morning programs in October in an effort to develop a wider variety of musical, dramatic and commentary offerings during the forenoon. The programs are a fashion summary five mornings weekly, a transcribed history of the Constitution on Saturdays, and a series telling the history of well-known slumber songs.

THE studio plane of WCKY, Cincinnati, visited U of Cincinnati, Xavier U and Ohio Military Institute in a week for interviews with students. Transcriptions were heard Sept. 27. Interviews gave listeners the student viewpoint on world affairs.

ST. LOUIS sports announcers will meet the city's sports writers in a baseball game soon to be played in Sportsmen's Park. France Laux, KXOK play-by-play announcer, will manage the sports announcers team. Gabby Street, former big league catching star, and now a sports commentator for KXOK, and Dizzy Dean, KWK sports announcer and former big league pitching star, will form the battery for the announcers.

WABC, New York, devotes about one-fourth—28%—of its daily time on the air, 8 a.m.—1 a.m., to popular music. This is revealed in a survey conducted by the Radio Division, Office of Research. Saturdays lead other days in the week for the volume of popular music played on the station. In the Saturday day periods about 2¼ hours are devoted to popular music, while in the Saturday night periods about 1½ hours are devoted to this type of music.

Found His Photo

WHEN Sidney Adler, an American in the RAF, was shot down several weeks ago over the Channel, his family in New York sought in vain for a picture of the dead pilot. In going over his personal belongings, a carbon of a letter of two years ago in which Adler applied to WLW, Cincinnati, for a position was discovered. With the letter he had enclosed his photograph —which WLW immediately returned on request.

WBML and WMAZ, Macon, Ga., recently carried on hour show from Camp Wheeler, celebrating the post's first-half year of operation as an infantry training center. Feature was an address by Brig.-Gen. John H. Hester, post commander; the talent was provided by the men stationed there. Show was arranged and produced and the engineering handled by former station men now in training.

PRESS NEWS Ltd., radio subsidiary of Canadian Press, announces extension of its radio wire from Toronto through Northern Ontario to Winnipeg. CKPR, Fort William-Port Arthur, Ont., has been added to the list of subscribers because of this move.

WINNIPEG'S two stations, CJRC and CKY cooperated during the local Community Chest drive, by each building a show for broadcast over both stations, the first a Sunday evening half-hour originating at CKY and including a special recording by Winnipeg-born Deanna Durbin, and the second a week night half-hour originating at CJRC and recorded for later broadcasting on CKY. Esse Ljungh, CJRC, and Mercer McLeod, CKY, were in charge.

WWRL, New York, is preparing a new rate card to be released when the station increases its power from its present 250 watts to its authorized 5,000 watts early this fall.

KYW, Philadelphia, has started work on a new transmitter for its mobile unit. The installation is to be completed next month.

WTAG, Worcester, Mass., is originating a new series of army broadcasts, *Fort Devens Radio Roundup*, from Fort Devens. Programs are under the direction of Gil Hodges, WTAG special events chief, who conducts the ad lib interviews from post headquarters.

KOY, Phoenix, has completed construction of an addition to its program offices and is planning remodeling of Studio C, and will add an additional audience room.

WGAC IS INVOLVED IN CIVIC DISPUTE

WGAC, Augusta, Ga., was thrown into the middle of a local controversy over control of Augusta vice conditions last week, when the station cancelled a scheduled radio sermon of Rev. Paul Caudill, pastor of the First Baptist Church, the largest in the city.

Augusta ministers had begun a crusade against vice shortly after construction began on the 45,000 man Army camp near the city, advocating closing of all houses of prostitution. City officials favored a registration plan of vice control and the resulting word battle has been fought in pulpits and in the press. WGAC adopted a policy of barring discussion of the subject on the air and eliminated mention of the controversy from its newscasts.

On Saturday, Sept. 20, General Manager J. B. Fuqua advised Rev. Caudill the station would be unable to carry his sermon on Sunday, which was to include attacks on officials and details of prostitution conditions. Mr. Fuqua issued a statement saying that it was not in keeping with the ethics of the broadcasting industry to allow discussion of subjects such as prostitution on the air. The station's action was called by ministers an attempt to "control the pulpit." On the other hand, the station announced, that it had received many congratulatory messages for its stand. A Grand Jury investigation of the whole question has now been ordered.

CBS School to Open

THE CBS *School of the Air of the Americas* will open its 13th season Oct. 6, 9:15-45 p.m. Pan Americanism will be emphasized in all five series making up the 1941-42 schedule. Not only will such subjects as inter-American cultural ties be discussed on the current events program, and the music of the Argentine Gauchos included in the music series, but program material furnished by Canada and Latin American nations will be largely increased over last season. This material is gathered by groups of educators appointed by the Ministers of Education of the cooperating nations. Fifteen of the school years 130 programs are being written in Mexico, and 10 are to be written or produced in whole or part in Canada.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

Few Briefs In Multiple Probe

(*Continued from page 16*)

of any rule on multiple ownership or, if a rule is adopted, it should contain a provision which will make it compatible with the tenor of the public interest, convenience and necessity provisions of the Communications Act.

West Virginia Problem

Another unique aspect of the effect of the rule was raised by the Fort Industry Co., which, through subsidiaries, operates WWVA, Wheeling, and WMMN, Fairmont. Through Attorneys Horace L. Lohnes and Fred W. Albertson, the company contended that the rule should be more definite and should provide for a situation where it may be in the public interest for the same party to own, operate or control two stations having substantially overlapping coverage, but in different communities. WWVA, now operating with 5,000 watts, holds a construction permit for 50,000 watts, which would accentuate its overlap with WMMN.

Under the rule itself it was said, it is impossible to determine what it meant by "substantial portion" or by "service". If the Commission has intermittent and secondary service in mind, then the rule might in effect preclude the same party from owning, operating or controlling two stations located anywhere in the United States, it was pointed out.

In declaring it is impossible to determine whether the proposed rule is applicable to the WWVA-WMMN situation, the attorneys recited that the transmitters of the two stations, as proposed, are over 50 miles apart. WWVA is a I-B station with 50,000 watts (authorized) and WMMN is a Class III-A station with 5,000 watts.

Technical readings show that of a total of 2,213,400 persons receiving primary daytime coverage from both stations, only 415,109 would receive duplicate primary service from both stations. At night 1,768,600 persons would receive primary service from both stations, and only about 84,500 of these would receive duplicate service from the stations.

Out of the 20,110 square miles receiving daytime primary service from both stations, only 4,550 square miles are duplicated by primary service; and out of the 14,343 square miles receiving primary nighttime service from both stations, only 1,000 square miles are duplicated. It was contended that this is not substantial duplication of service, but if it is considered such by the Commission then the parties can show that the facts justify its continuation in the public interest, convenience and necessity. The situation was created by the Commission itself in 1934-35 and by subsequent authorizations to increase facilities, it was argued.

Westinghouse Objects

For Westinghouse, as operators of WOWO and WGL, Fort Wayne, Donald C. Swatland, of the Westinghouse law firm of Cravath, de Gersdorff, Swaine & Wood, reserved the right to question the Commission's power to adopt the rule and opposed it as now written. The principal objection to the rule as proposed, Westinghouse contended, is that it is "absolute and mandatory" and that it fails to take cognizance of the fact that the ultimate test imposed by law upon the Commission is public interest, convenience and necessity. If the Commission adopts a rule such as this, the brief recited, provision should be made for exceptions and for opportunity for hearing before a determination is reached by the Commision on any particular instance or instances.

Declaring that the Fort Wayne situation does serve public interest, Westinghouse pointed out that the Commission found the service in the public interest by authorizing operation of the two stations jointly on July 2, 1936.

Urging that no general rule be made requiring multiply owned stations to be separated, and that any rule affecting multiply owned stations "shall be broad enough to give each station its opportunity to be heard as to whether or not it is serving public interest in the manner contemplated by statute," Henry B. Walker, attorney of Evansville, Ind., and principal owner of WGBF-WEOA, Evansville, opposed the ban. In addition to the two standard broadcast stations, Evansville On the Air Inc. also operates FM station W45V, with all three stations housed in the same studios.

Actual cash invested in the broadcast operations is in excess of $150,000, and while over the last decade there have been earnings of more than $100,000, less than $20,000 has been distributed to stockholders, who at no time have received in excess of 4% in any one year, Mr. Walker recited.

He contended that the proposed rule, insofar as the Evansville situation is concerned, is based upon false assumptions and improper reasoning and is "unjust, unfair, uneconomic and improper". He argued the rule should not be made general, but should be limited in order that each station affected may be permitted to have a fair hearing as to the actual effect of such multiple ownership in its particular case.

Mr. Walker also contended that the Commission has no jurisdiction to issue such an order; that it is not constitutional and deprives the licensee of property without due course of law, and is an unreasonable exercise of the authority of the Commission.

Chicago Problem

Participation of Gene Dyer, Chicago broadcaster, in the ownership of WSBC, WAIT and WGES, Chicago, was the basis for the opposition to the multiple ownership rule filed by his attorney, Andrew G. Haley. He contended the proposed regulation, without the sanction of Congress, divests the Commission of its duty to determine in a given case whether or not any monopoly in fact exists, contrary to the public interest. The regulation, Mr. Haley contended, "is in derogation of the powers specifically and clearly granted by Congress to the Commission".

One clear-channel station located in a metropolitan district in itself tends far more toward a monopoly of public opinion and advertising circulation than several regional or local stations located in the same community, it was contended. The three stations with which Mr. Dyer is connected, when added together, have actually only 2.9% of the power in watts assigned to Chicago stations, and they do only 4.4% of the total business of the station operating in the Chicago metropolitan district, he pointed out. "Obviously these stations do not and cannot constitute a monopoly," he held.

If the Commission sees fit to further implement its present regulations, Mr. Haley suggested that it should be restricted to a requirement that no person shall directly or indirectly own or control "an unlimited time standard broadcast stations that will serve a substantial portion of the area served by another unlimited time standard station owned or controlled by such person."

Favors Dual Control

Mabel Walker Willebrandt, former Assistant Attorney General, counsel for WJJD and WIND, Chicago, argued that the rule, in the form proposed by the order, should not be adopted. She made no argument respecting the wisdom, advicability or public policy to be served by the adoption of the proposed rule, but contended that the public interest would not be served by its adoption in the form proposed by Order 84.

Instances may exist in which dual ownership or operation is contrary to the public interest, she

(*Continued on page 66*)

WANTED

ANNOUNCERS — ENGINEERS — SALESMEN to file confidential applications for employment at proposed new station in a large Texas city. Only applicants with years' of actual Texas background and experience will be considered. Men from Dallas, Ft. Worth, Houston and San Antonio preferred. Replies must be very detailed. State salary required. Only American citizens wanted. Rest assured your applications will be kept completely confidential. Reply Box 970, BROADCASTING.

ZANESVILLE
A Fort Industry Market

WHIZ-iness
IS FINE
AT OHIO'S
BIGGEST
LITTLE RADIO
STATION
•
Cash in on
THIS
humming industrial and mining area of Southeastern Ohio with
2

A FORT INDUSTRY STATION

N.B.C. Red & Blue

WHIZ

ZANESVILLE, O.

INTO THE TRAINING CAMPS of both Joe Louis and Lou Nova went a remote crew of WPAT, Paterson, N. J., to record interviews with the fighters for broadcast on the eve of the fray. This photo shows the WPAT broadcast crew on the job at Contender Nova's camp (l to r): Ralph Sumner Silver Jr., sports announcer; Nova; Steve Ellis, special events announcer and onetime fight manager; Lou Ross, Ross Recording Co.

A Long Time

THIS TIME it was the manager of WBT, Charlotte, who said to the Governor of North Carolina — His Excellency, Melville Broughton, issued a proclamation returning the Tarheel State to standard time at midnight Sept. 28. Realizing in what a hopeless tangle radio stations, which switch to standard time at 2 a.m. Sept. 28, would find themselves, Manager A. E. Joscelyn of WBT wired the Governor pointing out the confusion which would ensue and the Governor obliged by changing his proclamation to conform with the usual practice. In other words, "it's a long time between time changes".

NIB Opposes ASCAP Rebate

(*Continued from page 9*)

to exceed that which would have been paid under a blanket license.

Log Requirements

Mr. Paine went to extremes in justifying the complicated log requirements on the per-program basis. Declaring they constituted the minimum requirements, he said they nevertheless were experimental and that within six months provision will be made to revise them upward or downward as circumstances warrant. Under the consent decree he said ASCAP must see that the per-program license is not made unnecessarily burdensome so as to force a blanket license.

Commending BMI for its "magnificent piece of work", Mr. Paine said, "I think we can blushingly say we've been licked." He admitted ASCAP perhaps had been "too arrogant" in the past but implored broadcasters to forget the "blood of the past" and permit ASCAP and the industry to enjoy mutual confidence.

Mr. Paine concluded his formal presentation by urging broadcasters to support their leadership and maintain their trade associations for the industry's common good.

SESAC and AMP

Mr. Callahan on SESAC's behalf used as his theme, "It pays to play ball with your best customers". Without rancor or feeling, Mr. Callahan said SESAC has aligned some 800 commercial stations for its catalogs and hopes to have the industry 100% enrolled by Christmas.

Alluding to the friendly relationship of SESAC with its customers, he said it grows out of the availability of 65,000 compositions of 127 publishing houses; the reasonable rates charged on a flat fee basis; the established policy of cooperation; absence of a restrictive list and SESAC's "grand staff" of field representatives.

On behalf of AMP, Mr. Keller pointed out that the organization began licensing radio in 1927, originally handling symphonic and concert music. While it still is essentially a serious music operation, he said it nevertheless provides a popular catalog. AMP has never made any effort to high pressure the industry, he declared, and has led a peaceful and conservative existence, having kept both its rates and its blood pressure down.

AMP fees are based upon station rates, with no restrictions. It has operated on the basis of good-will and friendly cooperation as its idea of good business.

The Story of BMI

Boasting 704 members in less than two years, BMI has fulfilled its commitments to the industry in providing competition in copyright, Mr. Haverlin told the convention. One year ago BMI had 10,000 titles as against a half-million today. There are 212 independent stations in BMI, and 90% of the attendance at the NIB convention is enrolled, he declared:

The phenomenal success of BMI also is reflected in the fact that during the last six months 30,000,000 of the 100,000,000 phonograph records sold were of BMI tunes, and these constituted two-thirds of all popular music recorded.

Commitment that BMI is here to stay was made by Mr. Kaye, who emphasized the objective of the company was to bring competition into music, and he stated that job cannot be finished without a competitive organization. For BMI to terminate its operation would be a disaster to the entire industry, Mr. Kaye said. He told of the pledge from NBC and CBS to support BMI if the rest of the industry did.

Because BMI introduced competition in music, it cannot fear competition from ASCAP, Mr. Kaye declared. It has reduced music costs from 6% to 1%, he declared, but the job could not have been done by the networks and their M & O stations or by the independents alone.

Promising no slackening of the efforts of BMI as long as there is no slackening of the loyalty of the stations, Mr. Kaye said the organization would continue to maintain permanent insurance against music monopoly. But the task requires the loyalty of the industry, he warned, and with it BMI can face the future with confidence and without apprehension.

Andrew W. Bennett, NIB general counsel and former special assistant to the Attorney General in charge of copyright, in introducing Mr. Waters, described him as the man "who has accomplished what I failed to accomplish" as a Government attorney in copyright activities.

Waters Explains

In his formal remarks, Mr. Waters said that as he listened to the previous speakers, he believed that at last competition has been introduced in the music field. But he added he had heard no arguments of recent origin, except those arising from changing economic conditions, that have not been a recapitulation of the past.

The Department, he said, has always recognized the rights afforded copyright owners and also the necessity for some type of organization or organizations to act as a clearing agency for copyrighted music. But it felt that the organization of both ASCAP and BMI went further than the rights afforded by the Copyright Act, and in other respects, and thereby violated the anti-trust laws.

In detail Mr. Waters recited the history of the Department's efforts amicably to settle the controversy, which ultimately resulted in the consent decrees last March. He explained the purposes of the decrees, offering alternative blanket and per-program licenses and clearance at the source by the networks and eliminating discriminatory practices.

Some have expressed the belief that the decrees are too loosely written, and that the exact terms of the license should have been included in their scope, he said. They were written loosely purposely, he revealed, so that they might be adaptable to changing economic conditions. The success or failure of any agreement, he said, depends to a large measure upon the good faith of the parties. He added he believed both ASCAP and BMI entered into them in good faith and with the intent of compliance.

Asserting that some stations have expressed the view that the per-program licenses being offered by both BMI and ASCAP contain provisions intended to force stations to accept blanket licenses rather than to avail themselves of the per-program offer, Mr. Waters said that on the ground that such information is necessary to protect the rights of the parties to the contract, it can be justified "from the academic point of view". But he added that if from practical operation it develops that these requirements are unreasonable, it will be the responsibility of both ASCAP and BMI "to mitigate the requirements accordingly". Therefore, he said he couldn't agree or disagree with the complainants.

Can Make or Break

If anything has been established in the music fight, Mr. Waters observed, it is the fact that the radio industry is possessed "with the power to make or break the popularity of a tune through performance or nonperformance."

"It is hoped," he continued, "that this power will not be exercised in a discriminatory manner, thereby preventing the American public from hearing and enjoying the meritorious music of any independent authors and composers of our land."

Mr. Waters expressed surprise over the fact that "so many in the industry who have clamored so long and vociferously for a per-use or per-program license and who possess every resource to place it in operation are now either contemplating or have entered into the blanket license after the pur-

reportedly desired per-program license has been made available to them by the consent decree". He said this presupposed that a reasonable and working per-program license is offered "which contains no provision erecting economic barriers to the acceptance to the per-program license."

In the question-answer session that followed the formal addresses, some twoscore broadcasters participated, hurtling inquiries at Messrs. Paine, Waters and Kaye. Responding to Cal Smith, KFAC, Los Angeles, Mr. Paine sought to justify the per-program logging requirements, asserting that any such formula would, in his judgment, prove "onerous".

When talent charges are or are not to be computed as subject to the percentage payment, provoked protracted discussion. Mr. Paine said that anything charged the client for talent is deductible whether live or transcribed, but that when a rate is established only for the purpose of avoiding payment on revenues from facilities sold, then the percentage applied.

Card Index

When H. W. Batchelder, WFBR, Baltimore, asked whether ASCAP would sell on a "per-piece" against a per-program basis, Mr. Paine said he thought the answer would be "no". Any broadcaster can clear any program, even if he has no ASCAP license, he said, but he had no idea of the cost in such instances.

Responding to Ben S. McGlashan, KGFJ, Los Angeles, Mr. Waters said that if ASCAP made any attempt to place a "floor and a ceiling" over royalties, "it would violate the decree". Mr. Paine, however, insisted there was no minimum guarantee.

The old bugbear of procuring from ASCAP a catalog of its compositions, to guide "per-program" users, was raised by Walter J. Damm, WTMJ, Milwaukee. Mr. Paine, after having been subjected to a barrage of criticism over the inadequacy of ASCAP's card-index system, said the whole question would be reopened with his organization.

After I. R. Lounsberry, WGR-WKBW, Buffalo, had sought a more explicit definition of "facilities" on which royalties were to be paid, Mr. Damm interposed that the facts are that ASCAP intends to collect on the amount that is charged for time service for the advertiser, and that broadcasters therefore should avoid "package deals", lumping time, talent, line charges and announcers into contracts. When that is done, ASCAP demands payment on the whole take. Mr. Paine readily agreed this was so.

S. A. Cisler, WGRC, Louisville, asked why broadcasters were charged on a percentage basis instead of a flat fee, as are hotels, theatres and other users. When Mr. Paine said the industry always wanted the other basis, but that he was perfectly willing to talk about a flat fee, Mr. Cisler said he would be around.

CLUTCHING her war-worn portable, Betty Sargent, CBS correspondent in Geneva and Berne, arrived in New York last week by Clipper on her way to California to visit her parents, her first trip home in six years.

A mild furore developed when Stanley Hubbard, KSTP, St. Paul, asked whether the consent decree "closes the door to triple-damage suits for past sins" of ASCAP. Mr. Waters said he regarded this as purely a private matter upon which he could not comment, and suggested that it be discussed with private attorneys.

The Log Problem

Ed Craney, KGIR, Butte, called Mr. Paine on his observation that to provide a complete catalog of ASCAP numbers would consume the space of a good-sized auditorium. Mr. Craney pointed out that there are only 550,000 copyrighted compositions registered at the Copyright Office, but Mr. Paine said he had in mind literally thousands of arrangements of the same numbers—all subject to copyright.

Mr. Craney said that for the last year he has experimented with per-program payments to ASCAP, and that only "a small amount of work" is entailed to keep track of music performed. He offered to show interested broadcasters his logs and files, which he had brought to the convention.

Mr. Haverlin found himself confronted with a puzzler when he was asked by Joe B. Carrigan, KWFT, Wichita Falls, "Do we need ASCAP music or not"? The BMI official said he might be cited for "restraint of trade" if he attempted to answer in the presence of a Department of Justice official; that he thought the question unfair, and that he felt the record of BMI would produce the best answer.

Joe DuMond, KBUR, Burlington, Ia., brought applause when he told of his own ASCAP plight. Composer himself of 70 selections published by ASCAP publishers, he said he only recently was made a member on "probation" of ASCAP, and that his works are performed regularly over stations licensed by ASCAP. He asked Mr. Paine, "What kind of a license shall I have to issue to myself in order to play my own compositions over my own station?" Mr. Paine said he did not know the answer, but that he assumed under the consent decree he could take a license for himself.

H. W. Slavick, WMC, Memphis, raised the question of clearance at the source as a possible violation of the decree if affiliates rebated to the networks as proposed, but Mr. Bennett, responding in Mr. Waters' absence, said the decree does not prohibit such rebates.

Mr. Slavick said he thought there was a need for an organization such as NIB, but that he wanted to know more about its scope and functions. He said he thought IRNA "is dead". Afterward, he offered his resolution that NIB oppose the network-ASCAP negotiations, which carried unanimously.

Feed Firm's Spots

ARCADY FARMS MILLING Co., Chicago (livestock feed), has started a series of weekly quarter-hour *Market Reviews & Previews* on WLS, Chicago, and WLW, Cincinnati. Agency is Presba, Fellers & Presba, Chicago.

CO-SPONSORSHIP
OF WASHINGTON REDSKINS
AVAILABLE!

Sammy Baugh

Highest Listener Rating of Any Sports Event in Washington
(Crossley Rating)

All Washington thrills to the colorful play of the Redskins, Pro Champions of the East. And all Washington will welcome your co-sponsorship of the Redskin games over WOL, Mutual Station for the Nation's Capital. Russ Hodges handles the play-by-play, famous sport personages will be introduced between halves, the Washington Post will tie-in to assure maximum merchandising and publicity effectiveness.

★

WHAT A 10-GAME SCHEDULE!

Oct. 5 Brooklyn (home)
Oct. 12 Pittsburgh
Oct. 19 Philadelphia
Oct. 26 Cleveland (home)
Nov. 2 Pittsburgh (home)
Nov. 9 Brooklyn
Nov. 16 Chicago
Nov. 23 New York
Nov. 30 Green Bay (home)
Dec. 7 Philadelphia (home)

Wire or phone

WOL

WASHINGTON, D. C.

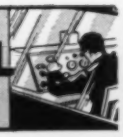
Wm. B. Dolph, Mgr.

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

in the CONTROL ROOM



GENE BRAUTIGAM, formerly of WTCN, Minneapolis, has joined the engineering staff of WLOL, Minneapolis, as studio supervisor. Other additions to the technical staff of WLOL include Harbert Kimberly, of KYSM, Mankato, Charles R. Molenaar, of WLB, and Howard Pramann. They succeed Wallace Miller, who was inducted into the Army; Edwin Rudisuhle, now with the FCC monitoring staff; George P. Anderson, now with the FCC as assistant radio inspector; Earnest Pappenfuss, now with the test division of Collins Radio Corp., Cedar Rapids, Ia.

LIEUT. AL BERCHTOLD, former transmitter engineer of KXOX, St. Louis, called to active duty with the Navy last June, has been appointed permanent officer of the day at the Naval Air Station at Corpus Christi, Tex.

TONY VACCARO, engineer of WHEB, Portsmouth, N. H., has announced his engagement to Mary Septimus of East Boston with marriage planned for this fall. William H. Robinson, recently named chief engineer of WHEB, is constructing a soundproof news room.

TRAVIS CHAPMAN, formerly of KABC and KONO, San Antonio; George Mayfield, KWFT, Wichita Falls, Tex.; George Robinson, of KPRC, Houston, and Virgil Harris, of KFDA, Amarillo, have joined the engineering staff of KFJZ, Forth Worth.

GORDON STRANG, of the NBC construction engineering department, has been assigned to San Francisco to work with Thomas H. Phelan and Joseph Arnone, also from the New York office, in connection with the new NBC building.

FRANK McINTOSH, technical supervisor for the Fort Industry Co. stations, is in Atlanta making final arrangements for the installation of WAGA's new 5,000-watt transmitter, the erection of towers and construction on the new transmitter building, all of which are expected to be ready about the first of the year.

WALTER RUDAK, new to radio, has joined the transmitter staff of CKLW, Windsor, Ont.

VINCENT E. CLAYTON, operator of KSL, Salt Lake City, is father of a boy born Sept. 16.

JOHN WILLSON, engineer of WNAX, Yankton, S. D., is the father of a baby boy, James Harold, his fourth child.

JIMMY JOHNSON, formerly of WBTM, Danville, Va., on Sept. 28 was to join the engineering staff of WTAR, Norfolk. Byron I. Judy has joined the WBTM technical staff.

PAUL DIXON, engineer of WATN, Watertown, N. Y., recently married Alice Witherell.

KEN CAMERON, formerly chief engineer of CJRC, Winnipeg, Man., now an officer in the Royal Canadian Air Force, on Sept. 6 married Val Johannesson, former CJRC traffic director.

JAMES V. SIMS, formerly announcer and engineer of KROD, El Paso, is now with the Royal Air Force as an American radio technician operating radiolocators.

GEORGE P. FOSTER, formerly partner in ownership of KENO, Las Vegas, Nev., recently joined KFAC, Los Angeles, engineering staff.

SOCIETY of Motion Picture Engineers will hold its 50th semi-annual convention at the Hotel Pennsylvania, New York, Oct. 20-23.

FM ANTENNA of WFIL, Philadelphia, was dedicated Sept. 19, with Carolyn Lee, seven-year-old screen star, hoisting the *V for Victory* emblem which will be fastened to the top of the tower. The V, pointing its way skyward to a height of 550 feet, the highest point in Philadelphia, will cast its glow by neon lights and is expected to become a Philadelphia landmark. The structure, containing 75,000 pounds of steel, is located atop the center-city Widener Bldg., which houses the station. Roger W. Clipp, (right), vice-president and general manager of WFIL, said the FM station, W53PH, will go on the air Nov. 1. L. M. Robinson, British consul in Philadelphia, participated in the ceremonies.

Multiple Probe

(*Continued from page 63*)

pointed out, but ample opportunity now exists or is available to the Commission to determine each individual case on its merits. She contended that dual control can, and does in the cases of WIND and WJJD, result in a better public service to the listeners than otherwise would be possible.

Contending that the two stations enjoy no monopoly of programs or facilities in Chicago, the brief recited that the total amount of business done by them is approximately 10% of the gross net time sales for the Chicago area. If after a survey the Commission reaches the conclusion that a dual ownership rule should be adopted. Mrs. Willebrandt contended that it should be so worded as not to prevent the continued dual ownership or control of stations "where actually there is no monopolistic result and where the public is being benefitted".

Such a rule, she said, would give the Commission greater administrative flexibility in policing monopolistic practices. Each station or group of stations could be made the subject of study. In cases where question arises as to public interest, such stations could be set for hearing on applications for renewal of license and each case determined on its merits after hearing, she concluded.

THE *Five Star Final*, first produced on WMCA, New York, in 1931, and one of the earliest news dramatizations on the air, on Sept. 28 returns to that station after a summer hiatus, for a new Sunday series, 8:30-9 p.m.

Nee Furniture Sponso... Redskins Grid Conte...

IN A TIEUP with the *Wash...ton Post*, P. J. Nee Furniture C... long a user of radio time on l... stations, has purchased the ... sponsorship on WOL of the ... games of the Washington Redski... professional football schedu... which started Sept. 28. ... Hodges, announcer of WBT, Ch... lotte, has again been engaged ... handle play-by-play, and the ne... paper's sports staff will furn... sports figures for commentator ... the halves. Another sponsor is ... pected to be signed shortly. ... wood Martin Agency, Washing... handles the Nee account.

Sponsors of other teams of ... National Professional Footb... League and the stations sign... are: Gillette Safety Razor Co... Brooklyn Dodgers, WOR; Texa... Dealers of Northern Ohio, Cleve... land Rams, WGAR; Wadhams O... Co., Green Bay Packers, WTM... Milwaukee; Pabst Brewing Co... New York Giants, WHN; Pfeiffe... Brewing Co., Detroit Lions, WXY... and Michigan Network; Atlanti... Refining Co., Philadelphia Eagle... WFIL; Atlantic Refining Co... Pittsburgh Steelers, WWSW.

Georgia Grid Hookup

A HOOKUP of 14 Georgia station... has been arranged by J. W. Woo... ruff Jr., WRBL, Columbus, to car... all U of Georgia football game... during the present season under ... sponsorship of Nehi Corp., maker... of Royal Crown Cola. Bottlers in ... each city will receive local plug... at station breaks in addition to the... regular commercials from the play... ing field, where play-by-play will ... be handled by Jack Gibney, of ... WRBL. The special network will ... consist of WRBL, Columbus; ... WATL, Atlanta; WGPC, Albany; ... WGAC, Augusta; WGAU, Athens; ... WRGA, Rome; WBLJ, Dalton; ... WKEU, Griffin; WLAG, La... Grange; WBML, Macon; WMGA, ... Moultrie; WAYX, Waycross; ... WMOG, Brunswick; WTOC, Sa... vannah.

A NEW SERIES of half-hour Spa... ish programs titled *Stanford Uni... versity Salutes the Americas* will b... inaugurated Oct. 6 at 5:30 p.m. ... (PST) by KGEI, General Electri... shortwave station in San Francisco.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Industrial & Rural Areas
LISTENERS With Money To Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.

HOME TOWN BOY who made good in a big way is Ronald Reagan (right), former sportscaster of WHO, Des Moines, and now a movie star. Interviewed by Announcer Jack Sherman (left) for a transcribed broadcast on WMBD, Peoria, Mr. Reagan had returned home to Dixon, Ill., in mid-September to participate in a two-day civic celebration in honor of himself and Louella Parsons, well-known movie columnist and also a former Dixon resident. During the celebration, attended by a large number of other stars, the new Louella Parsons Wing of the Kathryn Shaw Bethea Hospital in Dixon was dedicated.

ASCAP Contract

(Continued from page 11)

partment of Justice provides for clearance at the source so far as radio is concerned, the same should hold true for motion pictures.

The consent decree states that the originating radio station must pay ASCAP charges and no further charge is to be made to receiving stations. Since producers pay ASCAP for the rights to include music in motion pictures, the exhibitors hold they should not likewise be charged for projecting the same music.

Weisman, Celler, Quinn, Allen & Spett, counsel for the association, are now collecting information from exhibitors concerning their payments to ASCAP, with the total amount estimated in the hundreds of thousands of dollars. As soon as these data are complete, probably within the week, suit will be filed, it was stated.

Two Join MBS

TWO NEW affiliates, WCOS, Columbia, S. C. and KBTM, Jonesboro, Ark., have been added to MBS, bringing the total of outlets on the network to 175. WCOS, operating on 1400 kc, with 250 watts unlimited time starts its affiliation Oct. 1, while KBTM on 1230 kc. with 100 watts day and 250 night unlimited time started on Sept. 22.

Regional Meetings Projected by NAB

Defense and Other Problems Of Radio to Be Discussed

WITH no dates set, arrangements for a series of meetings to be held early in October in all 17 NAB districts are being completed by the NAB. Outlining suggested plans for the meetings, NAB President Neville Miller indicated Friday the meetings would have a two-fold purpose—discussions of industry problems, and public relations projects designed to publicize radio's public service and problems.

Charts to Show Groups

Among the problems slated for consideration at the meetings, according to President Miller, are national defense, ASCAP, labor, the NAB program code, the network-monopoly report and legislative matters affecting radio. Committees on the code, national defense, labor, engineering and membership, as well as the sales managers committee, also are to participate in each meeting.

Talks and discussion panels on such subjects as radio's place in national defense, radio and education and other topics are to be broadcast on local stations, Mr. Miller indicated. Charts are being prepared for use at the meetings, graphically showing radio's growth as an industry, the value of radio as an advertising medium, functions and services of various NAB departments, and a summary of legislative problems.

Hager Urges Librarians To Adopt Showmanship

THE AFFINITY between radio and the library was discussed by Kolin Hager, manager of WGY, Schenectady, speaking Sept. 25 before the New York Library Assn. Conference at Lake Mohonk, N. Y. He called upon librarians to help radio bring "the drama of life" to the American home, asserting that to complement the bare news bulletins radio is trying to present programs that will help the public understand the facts of the news.

Many attempts at radio education, said Mr. Hager, have failed because of lack of showmanship. "Only by the union of showmanship and education can one effectively teach and hold the attention of the radio audience," he told the librarians.

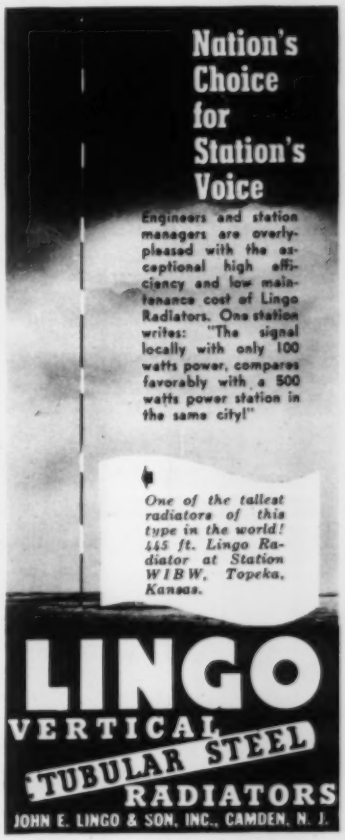
RICHARD VOYNOW, radio director of the New York office of Ward Wheelock Co. since last February, has resigned effective Sept. 22. Mr. Voynow was previously with the CBS program service department and with the Yankee and Colonial networks.

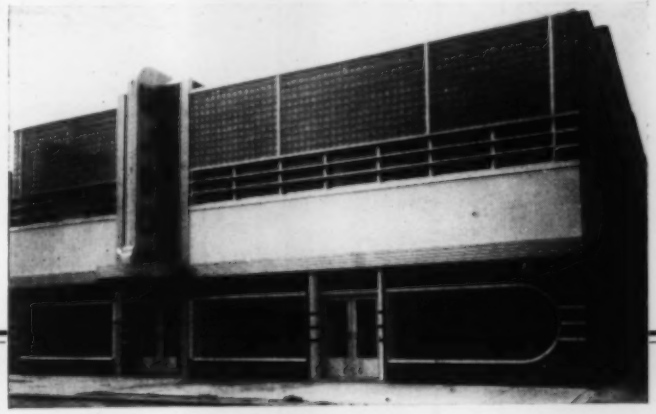
Composer Revolt Seen Inside ASCAP's Ranks

DECLARING they are "tired of being jostled around", ASCAP writer-composers are reported to have served notice on ASCAP last week that if the Society's music is not back on the networks by Sept. 28 they will negotiate individual deals for use of songs with NBC, CBS and independent stations. Although no "official" statements were forthcoming and no names have been revealed, information is that ASCAP members at several "under-cover" meetings threatened to withdraw from the organization and work independently.

They expressed belief that the present ASCAP-radio deadlock will continue until early next year. Associated with film studios, these ASCAP members for some time have been trying to work out an arrangement whereby tunes they write for musical pictures can be put on the networks. Those urging the break point out that when a song writer is placed under a film studio employment contract, his output becomes the property of the company, to be released for publication and broadcast as the producer sees fit.

SEEKING a local in Chambersburg, Pa., the Chambersburg Broadcasting Co. has applied to the FCC for a new 250 watt station on 1340 kc. Principals are Rello Oller, of Waynesboro, Pa., with 150 shares of the stock issued so far; Marion O. Warrenfeltz, Maughansville, Md., accountant, 50 shares; Charles Moore Cassell, director of the Cumberland Valley Choristers of Hagerstown, Md., 1 share.


Nation's Choice for Station's Voice
Engineers and station managers are overly-pleased with the exceptional high efficiency and low maintenance cost of Lingo Radiators. One station writes: "The signal locally with only 100 watts power, compares favorably with a 500 watts power station in the same city!"
One of the tallest radiators of this type in the world! 445 ft. Lingo Radiator at Station WIBW, Topeka, Kansas.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.



BATON ROUGE IS THE
CHEMICAL MANUFACTURING
CENTER OF THE SOUTH

NBC **WJBO** 5,000 Watts

Represented Nationally by George P. Hollingbery Co.

KECA EARLE C. ANTHONY, INC.
5000 WATTS DAY AND NIGHT
790 KC • LOS ANGELES • NBC
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Running Account of Press-Radio Hearings Before FCC

WITH reopening of the newspaper inquiry last Wednesday, the FCC's examination was turned over to the third in a series of FCC counsel, Donald M. Harris. On the stand during the entire Wednesday session, Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co., was questioned by Mr. Harris on the operation of the four Cowles Group stations—KSO-KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, S. D.—and their cooperative tie-ins with the *Des Moines Register & Tribune*.

Before examination of Mr. Hill started, WMBO, Auburn, N. Y., through Carl H. Butman, filed a sworn statement for the record, covering operation aspects of the station involving the *Auburn Citizen-Advertiser*.

Declaring that "a radio station is probably a purer type of public utility than any other form now regulated by Government in the public interest," the WMBO Inc. statement emphasized the view that although newspapers should be encouraged to operate radio stations in conjunction with their publishing activities, the station management should operate "absolutely free" from the newspaper interest in order to maintain complete separate financial and statistical information that may be requested by the Government.

Describing the Cowles radio-publishing interests, Mr. Hill explained that *Register & Tribune* stock was owned by about 65 individuals, with members of the Cowles family controlling the majority of the stock, although no individual held more than a 10% interest. Iowa Broadcasting Co. is a wholly owned subsidiary of the Register & Tribune Co., he said. The Cowles interests also extend to other enterprises, he added, among them *Look* magazine and the *Minneapolis Star-Journal*.

Register & Tribune Covers All Iowa

Against a metropolitan Des Moines population of about 160,000 and a state population of 2,500,000, aggregating about 625,000 families, the morning *Register* has a circulation of 176,000, the evening *Tribune*, 142,000 and the *Sunday Register & Tribune*, 376,000, Mr. Hill indicated. Of this circulation, only about 34,000 represented subscribers in Des Moines proper.

Asked by Mr. Harris if another paper could operate successfully in Des Moines, where the *Register & Tribune* has played a lone hand since 1927, Mr. Hill commented that there was "nothing to prohibit anyone from buying two papers". He explained that although the *Register & Tribune* was by far the largest paper in the state, there were 43 other dailies in Iowa cities, with circulations aggregating 435,000.

Questioned about his background in the Cowles picture, Mr. Hill explained that he had joined the *Register & Tribune* newspaper organization in January, 1935, later heading the Cowles' radio operations since Jan. 1, 1936. The *Register & Tribune* originally went into radio as early as 1922, he said, but after a year the paper lost interest in the project and surrendered its Federal license. At the time the paper thought of the radio station as a good promotion medium, he commented.

Indicative of the resurgent interest in the broadcasting field was an exhibit advanced by Mr. Harris, a 1929 letter from Gardner Cowles Jr., then managing editor of the *Register & Tribune* and now president of Iowa Broadcasting Co., to Harry Grant, of the *Milwaukee Journal*, inquiring into that paper's operation of WTMJ. Pointed out for special attention by Mr. Harris were passages in the letter asking about the value of a newspaper-radio tieup from a promotional and advertising viewpoint.

Mr. Hill explained that Mr. Cowles at the time was actively trying to sell the radio idea to other members of the Cowles organization. Although promotion benefits for the paper were foreseen in the radio project, Mr. Cowles felt the company should go into radio as a separate undertaking to be run on a strictly business basis, Mr. Hill commented. He pointed out that if he had been interested only in circulation promotion, Mr. Cowles could have achieved the result with less expense and bother by negotiating a tieup with WHO in Des Moines.

WHO Provides Tough Competition for Others

Amplifying on another exhibit introduced by Mr. Harris, Mr. Hill recounted the chonological history of the *Register & Tribune* radio operation, dating from the short-lived WGF in 1922, skipping to June 3, 1931, with acquisition of KSO, then located at Clarinda, from the Berry Seed Co., and continuing through subsequent acquisitions to the present four-station group.

When Mr. Harris pointed to charges that the Cowles organization had pursued the policy of buying up a number of time-sharing stations, then consolidating the into single fulltime facilities, Hill remarked that under the quota system of allocations it difficult to build up the type radio service envisioned by *Register & Tribune*.

Declaring that WHO's 50 operation yields the best and dependable signal of Iowa's 21 tions, Mr. Hill estimated that Cowles stations have an effect daytime coverage of 80 to 85% the state, and 50 to 60% at nig The competition was tough for Cowles stations, he indicated.

Other exhibits reviewed the tions' network affiliations and dicated efforts to coordinate the vertising policies of the Cow station and the *Register & Tribu* in such matters as beer adver ing, which was banned in both paper and on the stations. A me orandum, dated Jan. 7, 1938, fr Mr. Cowles to Mr. Hill indica the desire of the management make the stations "scrupulous impartial" in alloting time for co troversial issues. Mr. Hill explain that the idea of the NAB Code h been enforced on the stations this regard for years.

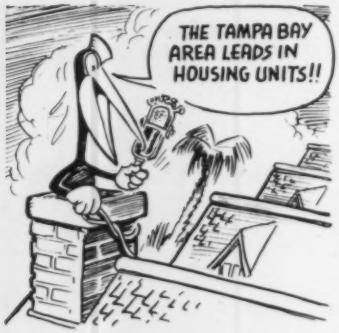
Newspaper Connection Helps With Networks

Going into network affiliati considerations, Mr. Hill explain that although he did not know j how the stations' connection w the *Register & Tribune* had help them in securing network affil tions, he did think the newspap connection "undoubtedly was some assistance", particular from the standpoint of merchand ing and promotional possibiliti for the network affiliation and a vertisers.

Pointed out particularly by Harris was a passage in a 19 letter from Mr. Cowles to E McCollum, of the *Kansas C Star*, in which Mr. Cowles said would "very much like to see quiet association of the *Kans*

BEAMING APPROBATION is bestowed upon piano prodigy Master Heinzl Weber by his distinguished parents, Henry Weber, musical director of WGN, Chicago and Mrs. Weber (Marion Claire). The family gathering took place on a recent MBS *Chicagoland Hour* when the talented 8-year-old played a piano duet with his pater, who also conducted the orchestra with Miss Claire as featured vocalist.

More Houses
More People
MORE SALES



Number of Housing Units In Florida's Population Centers
1940 Census
Duval County, Jacksonville.....57,839
Dade County, Miami.....90,541
Tampa Bay Area
Hillsboro-Pinellas Counties 93,591
Tampa St. Petersburg

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative JOHN BLAIR & CO
NBC RED NETWORK

Buy WING
DAYTON, OHIO
5,000 WATTS Day and Night
and get
WIZE
SPRINGFIELD, OHIO
(BONUS STATION)
TWO BIG MARKETS
AT THE PRICE OF ONE
NBC Red and Blue
National Representative
PAUL RAYMER CO.

CHARLES C. KOLSTER, chief radio inspector of the FCC for the first district in Boston, addresses a meeting of the Radio Code School conducted Sunday afternoons by WCOP, Boston, under the direction of William W. Chamberlain (left). The school is the station's contribution to the national defense demand for more operators.

City Star, St. Louis Post-Dispatch, Dallas News, Des Moines Register & Tribune, etc., to act jointly in radio matters where our combined influence would be much more effective than that of any one of our individual stations acting alone."

Explaining that Mr. Cowles had written the letter to Mr. McCollum as one newspaper-radio man to another, discussing common problems, Mr. Hill pointed out that in the same letter Mr. Cowles also had commented: "We unfortunately are not important enough in the broadcasting picture to bargain very hard with NBC". Commenting that "we were small fish", he explained that Mr. Cowles was simply looking for some way to improve this position.

Aids in National Field, But Not in Local

Pursuing the same point, Mr. Hill declared that although a newspaper owning a station has certain advantages another licensee might not have, when it does get a license it becomes the duty of the stockholders of the licensee corporation to see that the station is operated wisely and well. In the *Register & Tribune* case, because of the paper's good name the Cowles stations enjoy some advantages in their relations with national advertisers, he stated. However, he added, local advertisers do not care to spend their money on space in the paper and for time on the air feeling that it all goes into one pot. This puts the stations at a disadvantage so far as local accounts are concerned, he commented.

No specific offer of so much newspaper publicity for so much time is made to the Cowles stations' advertisers, Mr. Hill declared, although the advertiser can be certain that his program will be covered in some way in the *Register & Tribune* radio column.

While WHO provides an excellent state-wide advertising medium for big Des Moines merchants, as does the *Register & Tribune*, KSO and KRNT do not have sufficient primary coverage in this all-state trading area to attract all these merchants, he commented. And although newspaper promotion has been "definitely of some value" in improving the KSO-KRNT position, this has become a smaller value since improvement of the stations' facilities.

The Iowa Broadcasting Co. stations have had "a pretty hard struggle", Mr. Hill declared, pointing out that they aggregated out-of-pocket losses of $180,000 from 1931 to 1936.

Papers Provide Radio Space Worth $100,000

So far as WHO is concerned, Mr. Hill declared, the *Register & Tribune* would be glad to enter into some time-space swap on the same terms as the IBC stations. Offers have been made by the paper, he said, although WHO has preferred to make its arrangements with out-state papers.

Referring to a photostatic copy of an October, 1938, *Register & Tribune* radio page, Mr. Hill explained that the paper carried, in addition to the program logs of the local stations, a regular column by Mary Little and lots of pictures, as many as 100 a week. Complete logs have been carried in the papers since 1935, he said, when increased interest pointed to the need for more than selective listings. Under the stations' arrangement with the paper, Miss Little's salary is paid by IBC, along with the cost of the pictures, while ads are billed to the stations. On the other hand, the paper uses about the equivalent in radio time, he indicated. Space devoted to radio in the *Register & Tribune* would be worth about $100,000 a year, he estimated.

Resuming the stand for the afternoon session, Mr. Hill was questioned more closely on policy matters. He declared that the IBC stations do have the right to move the paper's radio programs around in the schedule to accommodate either commercial or sustaining shows, although they try to be reasonable about it. In addition to newscasts, *Register & Tribune* programs on the stations included recorded music, farm talks and occasional special events. He declared that all these programs bring talent to the station which reflect credit on their programs. When station talent performs on the paper's programs, as announcers or actors, they are paid a "talent fee" by the paper, just as for any commercial program. Although the stations buy space in other papers, they pay for it and have no reciprocal deals such as that with the *Register & Tribune*, he explained.

Circulation Zooms With Good Iowa Roads

Commenting on a Commission exhibit showing *Register & Tribune* circulation figures from 1906 to March, 1941, Mr. Hill declared that it was "very difficult" to assign any relationship between the paper's circulation increases and its use of radio time. Mr. Harris noted that it "might be interesting" to note that the list showed that in a five-year period from 1932 to 1937 the paper's circulation showed a continuous upswing. Referring to the list, Mr. Hill pointed out that this was not the case, that circulation declined steadily from March, 1932, to March, 1933, before beginning a gradual upswing.

He observed that one reason for the circulation rise was the state-wide road improvement plan, with the *Register & Tribune* developing a remarkable delivery service which has attracted many new subscribers. It was pointed out in this respect that circulation doubled from March, 1921, to March, 1931, and that at present more than half the families of the state receive the Sunday *Register & Tribune*.

Under questioning by Mr. Harris, Mr. Hill said that during the July 5 week KSO carried 23 sustaining news periods and 62 sponsored news broadcasts, a total of 85 for the week, or about 12 per day, including network news features. The *Register & Tribune* sponsored only six out of the 85, he said.

At one point during the discussion of news programs on the IBC stations, Chairman Fly and Mr. Hill exchanged observations for 15 minutes as they scrutinized photostatic copies of a typical log in the paper.

Company Holds Exclusive Contract With UP

Going into the *Register & Tribune* relationships with press associations, Mr. Hill explained that the IBC stations had dropped Transradio in favor of United Press several years ago. Subsequently the stations have added

In CANADA — It's the 'All-Canada' Stations

Local listener preference *plus* intelligent merchandising and programme cooperation — two reasons why spot programmes on the 'All-Canada' stations in Western Canada will pull harder for you, dollar for dollar, in your radio advertising.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail..... CJAT
Kelowna..... CKOV
Vancouver..... CKWX
Kamloops..... CFJC

Alberta
Calgary..... CFAC
Edmonton..... CJCA
Grande Prairie.. CFGP
Lethbridge..... CJOC

Saskatchewan
Moose Jaw..... CHAB
Prince Albert.... CKBI
Regina..... CKCK
Regina..... CJRM

Manitoba
Winnipeg..... CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

"It's almost as hard to grasp, John, as the .5 millivolt contour of WFDF Flint Michigan."
"Uh-huh. I'll take the contour and the sales I get. You keep the picture."

Press Association service, along with Associated Press regional and state service, he said, adding that there are many more newscasts today than a few years ago because of the improved news service now available.

Dating from the time of the press-radio agreement in 1934, a series of exhibits was offered by Mr. Harris to develop negotiations between the paper and UP in regard to obtaining service for the IBC stations and WHO. Principal attention was directed to a contract between the Register & Tribune Co. and United Press, dating from April 17, 1930, under which the paper received exclusive use of the service in Des Moines, along with subsequent correspondence between Mr. Cowles and United Press regarding the sale of UP radio service to WHO.

Questioned on the course of his inquiry by Chairman Fly, Counsel Harris held that the exhibits indicated that the Register & Tribune Co. had agreed to surrender its exclusivity rights to the extent of allowing UP service to be furnished WHO only after it had dictated the amount of UP news WHO could use and after a $175 weekly rebate had been granted to the paper, presumably to be paid by WHO in the form of a higher subscription cost. This phase of the discussion was interrupted frequently by wrangling between Chairman Fly and Counsel Segal, Harris and Thacher over how far Mr. Hill should be allowed to go in interpreting the UP contract.

Conditions for UP Service to WHO

It was developed that under the contract an "asset value" of $58,543.65 had been established for the *Register & Tribune* franchise, this amount to be payable to the paper if the exclusivity provision were violated. Another exhibit, a letter of contract from Mr. Cowles to Hugh Baillie, UP president, dated May 29, 1935, indicated that the paper would waive any right of protest against sale of UP service to WHO on condition that WHO's UP service be restricted to no more than a total of six periods within 24 hours, that the Register & Tribune Co.'s rate be reduced by $175 per week, and that the "asset value" franchise remain in full force.

Mr. Hill indicated that the "asset value" provision did not come in for discussion until some time later when WHO wanted to use UP reports for its facsimile broadcasts. One exhibit indicated that Mr. Cowles would regard WHO's UP facsimile broadcasts as a publication competing with the *Register & Tribune* and would "make the asset value fund become due and payable on all of the *Register & Tribune* UP contracts."

Explaining this position, Mr. Hill commented to Chairman Fly that when the 1930 UP contract was entered into, service to radio stations was not contemplated. When this eventuality arose, he continued, the *Register & Tribune* position was that the service would become less valuable, and without exclusivity the paper should pay less, with the precise amount to be decided by negotiation.

Cross-examined by Judge Thacher, Mr. Hill agreed that WHO was so powerful and well-managed that it was difficult to compete on a service basis because of WHO's better coverage and the advantages growing out of it, including special events as well as card rates. However, because of the relatively good financial condition of the Cowles enterprises, that organization was in a better position to develop competition for WHO than others might be, he declared.

Ingersoll Tells of West Virginia Applications

The bulk of the Thursday morning session, following which the proceedings were recessed for a week, was given over to testimony along lines of an application hearing for new newspaper-owned stations in Wheeling and Parkersburg, W. Va.

Appearing at the invitation of the FCC, following a request originally made on the opening day of the newspaper-ownership proceedings, W. E. Ingersoll, business manager of the *Parkersburg News* and *Sentinel*, and Charles L. Long, vice-president and assistant publisher of the *Wheeling Intelligencer* and *News-Register*, was questioned on their newspapers' applications for station construction permits by their own counsel, J. S. McCluer.

Mr. Ingersoll stated that the Parkersburg papers on Sept. 30, 1940, had applied for a new station in Parkersburg. The application was placed in the pending file under Order No. 79, he commented.

Asked about the papers' reasons for wanting to enter the radio field, Mr. Ingersoll pointed to the primary desire of any good newspaper to be first with news. With bulletin boards and extra editions outmoded by radio's speed, he continued, the logical move was to look to radio to "safeguard our own business", even though money losses were foreseeable for some time after a facility was granted. He explained that although he did not know just what radio operation may do to safeguard a newspaper's reputation and prestige, "your next edition can be more appealing or less appealing according to the language used over the radio."

Questioned by Commissioner Craven and Chairman Fly on the "protection to newspaper investment" angle, Mr. Ingersoll agreed that establishing another advertising medium could result in encroachment on the papers' advertising volume.

However, since establishment of WPAR in Parkersburg several years ago there has not been any great difference in the papers' advertising volume, he explained, adding that during this period circulation actually has increased, although this probably is attributable to increased defense activity as much as to anything else.

Describes Position On Program Logs

Under continuing questioning by Commissioner Craven, he explained that although advertising volume per se is not down, the radio competition is "something of a worry and more of a problem", at least enough so to force the paper to hire two new advertising solicitors and otherwise jack up overhead.

So far as WPAR was concerned, he commented, that station was doing a fine service in supplying CBS programs to the community, although a local service job still remains to be done.

Admitting that combination newspaper-radio rates have been planned for the new station, along with making available to advertisers the benefits of the entire newspaper-radio organization, Mr. Ingersoll declared his belief that "we are much better supplied with experience and training to do a good job than others might be". He commented also that while a newspaper which does not "keep abreast of progress" may not go out of business, a paper with a radio adjunct can become a better newspaper.

Although all the papers at one time printed selective listening

WJSV in Iceland

IN MID-SEPTEMBER a Naval officer dropped in for a visit at WJSV, Washington, and asked for Chief Engineer Clyde Hunt. He wanted to see WJSV's transmitter. A little uneasy at what looked like an official visitation, Engineer Hunt, before escorting him out to the fancy 50 kw. transmitter at Wheaton, Md., asked the officer why he wanted to see the plant. "Well, all the while I was in Iceland, we could hear only one American radio station," the officer explained. "That was WJSV. I just wanted to see what it looked like!"

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts

Making NEWS in NEW ENGLAND!!!
The New WHEB
PORTSMOUTH, N. H.
With POWER and PERSONALITY
BECOMES A LISTENING HABIT
1,000
SALT WATER WATTS
on a
CLEAR CHANNEL
750 Kc.

gs, he said, the practice was discontinued except in morning and Sunday editions, after the advertising department began "missing the electros". Later he explained to Chairman Fly that he thought listeners have come to know when their favorite programs go on the air, so the demand for listings is not so great as in the past. However, if a license were granted to the papers, he continued, they would start running program logs, since then they would be in the radio business, which is not the case now.

As direct examination by Counsel McCluer concluded, Judge Thacher asked on cross-examination: "Isn't it a fact that you came here today to get a hearing on your own regulation?" Mr. Ingersoll answered that the appearance might be construed that way, although his only interest was to bring to the FCC's attention some of the considerations in the mind of a newspaper with radio ideas.

Responding again to Judge Thacher, he agreed that what a paper fears most from radio competition is the possibility of slackened morale and esprit de corps on the part of the newspaper staff which might result if the newsmen find they are not getting the news out first. This is a primary consideration, although it has no tangible measurement, he emphasized.

Wheeling Problem Reviewed by Long

Mr. Long stated that in addition to being vice-president of the News Publishing Co. he was a director and vice-president of Forward Wheeling Radio Corp., which has had pending since January an application for a new station in Wheeling. H. C. Ogden, president of the News Publishing Co., also is president of the radio company and holds interests in a dozen West Virginia paper, including those in Parkersburg, he said.

The company's original purpose in forming a radio corporation was to keep the radio management separate from that of the papers, he explained, adding that the operation plan encompassed only use of the newspapers' news facilities for the station. He declared that although the papers would continue operating even if the station license did not come through, advertising volume had fallen off and several accounts had been lost to the Wheeling stations, WWVA and WKWK.

He commented that the papers had regularly carried program logs "until we heard that radio salesmen were going around with clippings and saying: 'Buy our time, and here's what you get!' "

ENLARGED STUDIOS have been opened by WTHT, Hartford. Other radio folk helped WTHT dedicate its quarters recently. At the open house were (l to r) William H. Burleigh, WSPR, Springfield, Mass.; Walter Haase, WDRC, Hartford; Milton W. Stoughton, WSPR; R. W. Davis, WNBC, New Britain; C. G. DeLaney, WTHT; R. D. Kanna, WNBC. Ralph D. Kanna, WNBC.

Haywood Narrates Troubles of CIO

The final witness of the day was Allan S. Haywood, director of organization of CIO, who read into the record a 10-page statement covering CIO's troubles in securing radio time at various stations. He recommended that the FCC delve into the situation and evolve rules to insure adequate broadcast facilities for labor.

Citing official CIO action in decrying the refusal of stations to provide time for labor interests, Mr. Haywood related several individual cases involving KYA, San Francisco, WISN, Milwaukee, WWJ, Detroit, WINS, New York, WNEW, New York. Newspaper-owned or affiliated stations were not the sole offenders, he said, although the problem was complicated from labor's standpoint when stations were operated by newspapers hostile to labor because of pressure from advertisers.

According to Mr. Haywood, reports from affiliated unions indicate: That radio stations frequently refuse time to labor organizations; that these refusals in some cases reflect the bias of station owners or their fear of offending certain interests; that the reason most frequently given for refusal to sell time to labor is that the subject matter is "controversial" and that the NAB code rules against selling time for controversial programs; that when free time is granted, it is not as a rule an adequate substitute for the paid type of program desired; that glaring instances of discrimination have been committed by newspaper-owned stations; that there is a general feeling in labor ranks that most of the daily press is biased against labor because of big business ownership, because of its dependence upon advertising and because of the editorial policy of the particular publishers; that labor unions frequently request time to offset propaganda and misrepresentation in the daily press.

"It is our contention that a less restricted interpretation of the spirit and intent of the Federal Communications Act would reveal that your Commission has the power to act to protect freedom of speech on the air, as it effects labor: and that if your powers still prove insufficient to cope with the evils and abuses complained of, your Commission itself should seek amendments to the Act which would definitely prohibit discrimination and provide for summary procedure to deal with such cases of discrimination as arise!" Mr. Haywood stated.

"I hope that your investigation will probe deeply into the question of restrictions of labor's rights by newspaper-controlled stations, and that such recommendations as may result from it will aim at remedying such abuses. On behalf of the CIO, I also wish to express the hope that when the present investigation is completed, you will conduct a further investigation into the whole question of anti-labor discriminations by all radio stations, regardless of ownership or control, and will adopt policies or make recommendations designed to accord full protection to labor in the enjoyment of its rights to freedom of speech on the air."

KTUC WILL BUILD ENTIRE NEW PLANT

INSTALLATION of an entirely new plant for KTUC, Tucson, from microphone to transmitter, was announced last Friday by Glenn McQ. Snyder, vice-president and general manager of WLS, Chicago, and a director of the Arizona station. The FCC Administrative Board had authorized a construction permit for the improvements.

Mr. Snyder said a new Western Electric 250-watt transmitter and an Allison 179-foot vertical radiator will be installed. Real estate has been purchased on East Broadway, to house both the new studios and transmitter. The overall cost will be in the neighborhood of $20,000, he said. Burridge D. Butler, president of WLS, Chicago, and KOY, Phoenix, is chairman of the board of KTUC, Ralph W. Bilby, Tucson attorney, is president, and John Merino, of Tucson, vice-president and general manager.

Good News!

JOHN B. HUGHES
FULTON LEWIS
RAYMOND GRAM SWING
BERCOVICI
B. B. C.

WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

THREE SPOTS DAILY— ONE NIGHT TIME FOR A YEAR.

WMBG has run four spots daily for one client for a year this month. The contract is being renewed for another year; and additional time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

ATTENTION

the Indian Rope Trick gets it!

But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded... every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.

BROADCASTING
BLANKETS
TIME BUYERS!

They're Radio-Minded when they read **BROADCASTING**

LOOK OUT, GENE! This is the sayo punch L. B. Wilson floored them with at Oxford, or Harvard, or wherever he got his schooling. Obviously awed at the awful stance is Lieut. Comdr. Gene Tunney, ex-heavyweight champ, now in the Navy. Comdr. Tunney was in Cincinnati hunting physical instructors, and L. B., head of WCKY, swapped tales with Gene about their boxing careers.

BUCK FROM DON LEE

Real Folding Money Stuck On Net Brochure

FEATURE of a promotion campaign by Don Lee Broadcasting System among advertisers and agencies is a brochure with a one dollar bill (the real thing, too) affixed to the cover, which Don Lee currently is sending to the trade. An invitation, "Feel this . . . feels good, doesn't it?" supplemented by a further urging, "Go ahead, take it. Don't be bashful," is inscribed on the cover. Inside the folder elaborates on the dollar bill by stating there are lots more of the dollars available—"1,558,484,000 of them, as a matter of fact."

Attached to the piece is a 36 x 18 inch panoramic map of the Pacific Coast, listing the entire Don Lee Broadcasting System, the key to the 1,558,484,000 dollar bills. Several figures citing Don Lee coverage as shown in recent Hooper surveys are incorporated throughout the brochure.

WATKINS SYNDICATE is offering newspapers a six-a-week column written by Kate Smith. Columns, about 500 words each, will be patterned on Miss Smith's noonday broadcasts, *Kate Smith Speaks*, on CBS for General Foods. One-year contract between Miss Smith and Watkins was set by Bill Maloney of Ted Collins Corp.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

THEY BUY CHA-GOBE IN HARTFORD

Test of Street Program Draws a Good Response — And Soon the Sales Start Rolling

By E. S. CHURCHILL
Sales Manager
Cha-Gobe Co., Hartford

IT WAS a balmy August afternoon, and Jules Pinsky of the Charles A. Weeks Co., our advertising agency, and I were going over the sales records. Sales were satisfactory—where we had gotten distribution and released some newspaper advertising, we had sold Cha-Gobe Nasal Filters, and the picture for the New England States was very encouraging. Reports from hay fever sufferers using our little silk filter were enthusiastic.

But we hadn't tried radio and we fell to discussing the idea of playing around with it a bit. We decided we'd try the Hartford area, because we were pretty solidly established there, and we had good distribution in drug and department stores.

Street Interviews

Mr. Pinsky suggested that we buy *Hartford Speaks* on WTHT on a one-shot basis. It seemed like the type of program where one-time radio advertising might click. It has two well-known local radio personalities, Bob Martineau and Fred Bieber, stopping passerbys and asking them their opinions on topics of the day. On the air for five years now, it has built a good-sized listening audience, and has sold everything from soap to sapphires.

WTHT is a local, so we thought we could concentrate on listeners in Hartford proper, and refer them to stores in the Hartford Metropolitan district. Here's what happened:

Our first broadcast was Aug. 18, 12:30-12:45 p.m. We tried to make the program sound as non-commercial as possible, even though it was loaded with commercials. We felt that anyone who was at all interested in hay fever would listen to the program, no matter how many times Cha-Gobe plugs were introduced.

The first program started with a commercial, telling of Cha-Gobe as a blessing in no disguise to all those who suffered with hay fever. In the middle of the program I made my radio debut in which I was interviewed, much as though I was just another passerby except that I was introduced as representing the sponsor.

I told that I was interested in Cha-Gobe from an humanitarian angle. I then went on to relate how I had first become interested in the Cha-Gobe filter by the simple process of having it recommended to me, buying one, and having my personal hay fever symptoms disappear almost overnight; how I had sought out the inventor, thinking him a prospect for life insurance, and found him in need of help in getting Cha-Gobe before the public; how our financial backer had also been "sold" by having his own hay fever stopped by Cha-Gobe.

The program-ending commercial introduced our pet little trick phrase *"From now on, whenever you hear a sneeze, don't say Gesundheit, say Cha-Gobe."* and then went on to point out how simple, effective, and you-don't-even-know-you're-wearing-it the Cha-Gobe is.

And the Response

That first broadcast was on a Monday when the department stores were closed, so we waited, and heard: Many drug stores reported people stopping by and asking to look at the Cha-Gobe; G. Fox & Co. reported 70% of their sales within the next three days were to people who spoke of the broadcast. (And they had just featured our product in an ad costing almost as much as we paid for our radio spot.) Several stores which had never stocked Cha-Gobe phoned in orders. Sissons Drug, principal Hartford wholesaler, was rushed with orders from small drugstores throughout the area.

We had definite proof that our radio advertising had paid for itself several times over, so we came back for more. Our sales were definitely up, indefinitely attributable to the radio program. Results from the radio advertising were definitely more instantaneous than from the newspaper ads. Dealers in outlying towns became interested. With our seasonal product, we had to have an advertising medium that would produce results on an immediate basis—and radio proved to be it. We bought *Hartford Speaks* on a one-time trial basis, and it proved a good investment for four programs. It proved that the program already had an established listening audience, that they could be sold by one day's commercials, and that the audience would buy if they were sold on a product.

General Foods Serial

GENERAL FOODS Corp., New York, is bringing back to the air the serial drama *When a Girl Marries*, previously heard on CBS sponsored by Prudential Insurance Co. of America. Program will be heard on NBC-Red at 5-5:15 p.m.., Monday through Friday, beginning Sept. 29, replacing *Home of the Brave*. For the first month the program will advertise Swansdown Flour and Calumet Baking Powder, advertising for which is handled by Young & Rubicam, New York. On Nov. 1, Bakers Chocolate will also be advertised on the program, which will then plug the chocolate on Mondays, Wednesdays and Fridays and the other products on Tuesdays and Thursdays. Benton & Bowles, New York, agency for Bakers Chocolate, will handle production of the program as it did when it was on for Prudential, whose advertising is also handled by Benton & Bowles.

NBC-Blue's *For America We Sing*, which is starting Sept. 29, 9:30-10 p.m., on behalf of the Treasury's Defense Savings Drive, will feature a policy of encouraging young composers to submit new songs for recognition on the broadcasts. Each week, Dr. Frank Black, musical director, and Frank Hummert, producer, select a new composition of some new composer. The Sept. 29 program featured "My Love," written by Dick Uhl, a 22-year-old soldier at Fort Jackson, S. C.

In Radio, too, it's better to be Lower

Which reminds us that a *low* frequency station has plenty to be thankful for, too. The *lower* the frequency the *longer* the wavelength; the *longer* the wave-length the *stronger* the signal. WMCA has New York's lowest frequency (570 kc.) with enough power (5000 watts) to reach 12,500,000 people *economically*. Why be giraffe when you can be a lion?

WMCA
FIRST ON NEW YORK'S DIAL

HELLO MOM!
Selectees at Camp Greet the Folks Back Home

MORE THAN 2,000 New York State selectees at Fort Niagara have greeted their families and friends via radio since Feb. 20—thanks to the enterprise of Privates Elliott V. Gove and Edward Jones, both former announcers of WSYR, Syracuse. At the moment five New York stations—WSYR, WJTN, Jamestown, WENY, Elmira, WSAY, Rochester, and WHLD, Niagara Falls—are carrying a total of 95 minutes of transcribed interviews with newly-inducted men.

When Gove and Jones volunteered last February, they approached Lieut. Sidney L. Henderson, public relations officer of the post, and suggested transcribing interviews with selectees from Central New York for broadcast on WSYR. Lieut. Henderson endorsed the plan, and with equipment donated by WSYR the two soldier-announcers began their project. It took like wildfire, and when they offered the service to other stations, the other four snapped it up.

Each station supplies records for the transcriptions — the service costs the Army nothing. The interviews are simple and informal. The selectee is asked his name, address and other questions regarding his civilian occupation, school, et cetera. Then he is given time to say "hello" to whomever he wishes. His closest relatives are informed by postcard just when he will be on the air.

Story of the NIB Convention

(*Continued from page 8*)

membership of network owned or operated stations.

When this discussion began, Mr. Fly left the rostrum. Mr. Craney, who had fostered an independent trade association, charging NAB was no longer capable of carrying on, opened the discussion. He said he thought NIB was sufficiently flexible to serve as the basis for the new trade group, devoid of network representation.

He paid tribute to Mr. Lafount, Edwin M. Spence, NIB managing director and former NAB secretary-treasurer; Andrew W. Bennett, NIB general counsel; Edward A. Allen, vice-president, and Lloyd C. Thomas, secretary-treasurer, for keeping NIB together during the last several years. (All these officers, under the reorganization resolution, retain their offices until the new slate and organization is completed.)

Mr. Craney suggested there be a managing director, in lieu of a paid president, as well as delegates from 48 States, with first and second alternates. Broadcasters and members would have to do the "chores," he said, and not retain an elaborate expensive staff in Washington.

Should Be Flexible

He said he felt there should be no salesmen, announcers or program directors in NIB, but only representatives of ownership, who can "get things done." It should be a flexible organization, with no frills and no politics, he urged.

A motion by Art Westlund, KRE, Berkeley, Cal., that a committee be appointed to write a reorganization resolution, finally carried, but only after considerable debate. Gregory Gentling, KROC, Rochester, Minn., wanted to know about all these "war clouds," and injected copyright into the discussion, declaring the music fight had been won, but now the effort was to get more out of it. He argued the music fight was won because the "networks went into it," recalling that past music battles had been lost, evidently because the networks were not leading the procession.

Mr. Gentling said it was his view that "we want NAB, but we want it with a club, with representation and with changes." He suggested that the move should be to change the NAB organization where "we think it isn't right, instead of tearing it down." Calling it a good organization, he urged that the corrections be made in it first, and "knock out the networks from membership if that's the reason for present attitude."

Vice-President Allen disagreed that the music battle had been won, and disclaimed that any NIB officer had recommended "tearing down NAB." He said, "They don't have to because it's going to fall of its own weight." He charged NAB did not represent independent stations, citing a purported revision of the NAB's *ABC of Radio*, which he said devoted eight pages to network broadcasting and none to independent stations.

"I'm going to leave NAB regardless of what happens here," he said. He declared the industry needs an organization "worse than any time in its history," and that he would not continue paying dues to an organization that is "cutting my own throat."

Cisler's AFM Dealings

Offering what he described as a "report on the war clouds," S. A. Cisler, WGRC, Louisville, told of his dealing a fortnight ago [BROADCASTING, Sept. 22] with James C. Petrillo, AFM president, which averted the jerking of union musicians at all MBS stations. Predicting that the networks "will not stand behind you," Mr. Cisler said that Petrillo had stated that for every dollar radio spends for musicians three or four dollars are lost on transcriptions and phonograph records. The AFM meeting in Chicago Sept. 30 will go into the "canned music" question again, he said, and predicted that unless steps are taken, "we're going to pay a helluva lot more for musicians than for ASCAP."

MBS, Mr. Cisler said, had planned to drop his station from the network, in spite of possible contract infraction, if an accord had not been reached with AFM. Petrillo, he said, is "going to make the rounds, and the showdown may be with you." He said that he felt NIB is a "legitimate instrument" to take over in this predicament.

Again posing the question of reorganization, Mr. Lafount told of NIB's past attainments, and recited the problems ahead in national defense, copyright, priorities and free Government time. Apropos the latter, he said that if the Government paid for programs, he wouldn't mind the proposed franchise tax, but the two combined are confiscatory.

Declaring he asked no station to "leave NAB," he said that the problems of independent stations are such as to require action, free from network considerations.

"My problems are not the same as NBC or CBS," he declared. "In NIB we can accomplish a great deal for a small amount. We do not need an organization as elaborate as NAB. We can cooperate with all Government agencies, such as the FCC, Congressional committees, the Department of Justice and the FTC and receive consideration."

With the discussion concluded, the motion to name a reorganization committee was carried unanimously. Named were Art Westlund, KRE, Berkeley, Cal., chairman; Ed Craney, KGIR, Butte; Rayburn Rose, WLBJ, Bowling Green, Ky.; A. J. Fletcher, WRAL, Raleigh; C. J. Lanphier, WEMP, Milwaukee; H. J. Brennan, WJAS, KQV, Pittsburgh; Hope Barrow, WFBR, Baltimore. Messrs. Craney and Stanley Hubbard, KSTP, also appointed, withdrew their names.

The resolutions committee comprised Vice-President Allen, chairman; T. W. Symons, KFPY, Spokane; Ralph Atlass, WJJD-WIND, Chicago; S. A. Cisler, WGRC, Louisville; Ralph R. Brunton, KJBS, San Francisco. Arthur C. Church, also named, had his nomination withdrawn.

A nominating committee for new officers also was named by President Lafount, but because of the nature of the reorganization resolution, setting the date for the planning session for not later than Nov. 15, the committee did not meet.

Not "Engineered"

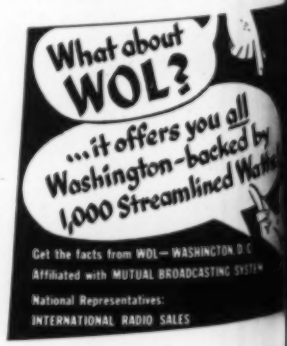
Joe V. Carrigan, KWFT, Wichita Falls, Tex., inquired whether the convention was being "engineered" by any group, to which President Lafount replied that he represented the broadcasters only and that no transcription company, music publisher or any other offshoot of broadcasting can become a voting member.

Mr. Hubbard, in winding up the session on reorganization, criticized the NAB for not taking part in certain industry fights. He said he had opposed naming Mr. Miller "at $40,000 a year." He said he "worked hard for his money." He urged the association promptly to retain Mr. Loucks to draw up new bylaws for NIB, asserting he reorganized the NAB twice and could do the same job for NIB.

Carnation's 500th

THE 500th BROADCAST of the *Carnation Contented* program on NBC Red, Monday, 10-10:30 p.m., will be celebrated Sept. 29. In honor of the occasion Maestro Percy Faith and the cast will salute their listeners with some of the music which has been most popular during the history of the program, sponsored by the Carnation Co., Milwaukee, since its inception Jan. 4, 1932.

HOMER OWEN GRIFFITH, Hollywood station representative, has been appointed Pacific Coast representative of WPEN, Philadelphia; WINN, Louisville; KWJJ, Portland, Ore.; KPQ, Wenatchee, Wash.


What about WOL?
...it offers you all Washington-backed by 1,000 Streamlined Watts
Get the facts from WOL—WASHINGTON D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

Radio-Film Probe May Lack Funds

Senator Lucas May Withhold Approval of Vouchers

FURTHER complicating the much-maligned inquiry of a subcommittee of the Senate Interstate Commerce Committee into the alleged use of movies and radio as pro-war propaganda vehicles, Senator Scott Lucas (D-Ill.), chairman of the Senate Audit & Control Committee, indicated to BROADCASTING last Friday that he would approve no expense vouchers for the subcommittee until the hearings had concluded and he had some idea of just what figure the total cost might reach.

The situation came to light Sept. 21 when Chairman Lucas indicated that expense vouchers entered by Subcommittee Chairman D. Worth Clark (D-Ida.), covering the appearances of Jimmie Fidler and George Fisher, movie gossip columnists and commentators [BROADCASTING, Sept. 22], would not be immediately approved. Mr. Fidler turned in a bill for $287.54 and Mr. Fisher one for $264.50, which were understood to cover airplane travel expenses between Hollywood and Washington.

Viewed as Illegal

Asserting the subcommittee inquiry was "violating the spirit, if not the letter, of Senate procedure", Chairman Lucas pointed out to BROADCASTING he was on notice that the hearings are illegal, since they have not been directly authorized or approved by the Senate or even the full Senate Interstate Commerce Committee. He observed that under Senate rules, a subcommittee must present a resolution to the Audit & Control Committee for a specific amount, which was not done by Chairman Clark.

The movie phase of the inquiry is scheduled to continue until well into October, after which radio executives and commenators probably will be called.

Schwartz Heads WOSH

RAY SCHWARTZ, formerly manager of KYSM, Mankato, Minn., has been appointed manager of the new WOSH, Oshkosh, Wis., effective Oct. 15, as anncunced by Howard H. Wilson, station owner. Station is expected to be on the air the latter part of the year. Mr. Schwartz will be succeeded at KYSM by John Meagher, commercial manager for the past two years.

CHIEF OF STAFF of the Canadian Army, Major Gen. Crerar, is interviewed by Baukhage, NBC Washington commentator, who went to Ottawa to get a first hand account of the Canadian war effort. While in the Dominion, Baukhage made a guest appearance over the CBC giving a background of happenings in our Nation's Capital for Canadians.

ABTU-CBS Arbitration Seen

(*Continued from page 12*)

for the discussion of wages, hours and traveling expenses at this time or at any time prior to the expiration of the contract in 1942. They added that in the conversations, CBS executives made no mention of the national emergency but asked that the contract be extended another year to conform to that of NBC with its technical employes.

Outsmarted, Says Union

The ABTU stand is that every offer made by the CBS officials during the negotiations was made in a way that made it unacceptable to the union. The first CBS offer, according to ABTU, was for a 4½% increase for the three metropolitan stations and a 9/10 of 1% increase for the others, acceptance of which would have resulted in a split in the union ranks.

Union members also charge CBS with having no intention of negotiating honestly from the start, pointing out that in the first few minutes of conversation Mr. Atlass suggested that ABTU ask for arbitration to start with instead of wasting time in negotiations.

Reviewing the past history of the contract, union spokesmen explained that in 1938 neither side asked for any revision. In 1939, they said, the union withdrew its demands after CBS had explained they were then negotiating with the American Federation of Musicians who were asking for a large increase and that if ABTU would stay put then their proposals would get favorable consideration the following year. In 1940, CBS said that expansion in television, short-wave broadcasting and building of new transmitters has cost so much it could afford no increases for engineers, and again the union withdrew, it reports.

Expressing the feeling that they have in the past been out-smarted, the ABTU men stated they now are willing to stand by their demands for wage increases and other considerations. Technicians are the lowest paid of the networks' skilled employes,they stated, with an average wage of approximately $70 weekly, compared to average wages of more than $100 per week for announcers and similar or higher averages for sound effects men and producers. The 16% increase cited by Mr. Runyon is due to continuous service, they explained, and not to the increased cost of living.

Indicative of its willingness to cooperate in national defense, ABTU cites its ruling that continues the dues of members inducted into the armed services by spreading them over the remaining membership.

ABTU reports it has signed a contract with WINS, New York, retroactive to July 28, calling for increases for the station's technical staff and the other standard ABTU provisions. Negotiations are in progress for similar contracts with WBYN, Brooklyn, and WPAT, Paterson, N. J., according to ABTU.

Gets WEAF-WJZ Post

HOBERT L. HUTTON Jr., in charge of publicity and sales promotion of WCCO, Minneapolis, and formerly on the copy staff of BBDO, New York, has been appointed sales promotion director of WEAF and WJZ, NBC's key stations in New York. In his new position Mr. Hutton will work under the general supervision of William C. Roux, director of sales promotion of NBC's spot and local sales department.

★ Like the ice cream on pie NCBS offers an important "plus." Not only do you get the blanket coverage of 12 aggressive stations but also merchandising, sales and service of eight full time salesmen! This staff fulfills our guarantee to you of distribution and display of your product in a minimum of 2,500 retail outlets. Another plus is that your product will be featured in more than half a million retail hand bills monthly! Take advantage of this merchandising masterpiece and join the many national advertisers on NCBS.
Write for full details to North Central Broadcasting System, Commodore Hotel, St. Paul, Minnesota.

WLOL Mpls.-St. Paul
KATE Albert Lea, Minn.
KWNO Winona, Minn.
KWLM Willmar, Minn.
KGDE Fergus Falls, Minn.
KVOX Fargo, Moorhead

NORTH CENTRAL BROADCASTING SYSTEM
ALL Mutual MEMBERS

WDSM Duluth, Superior
KABR Aberdeen, S. D.
KRMC Jamestown, N. D.
KDLR Devils Lake, N. D.
KLPM Minot, N. D.
KGCU Mandan, N. D.

★ Blanket coverage of more than 4½ million people with a $2,000,000,000 annual pocketbook.

★ Cooperative retail outlets with an annual sales volume of $1,246,416,000.

Executive Offices, Commodore Hotel, St. Paul, Minn.
National Representative: Joseph McGillvra

IN PHILADELPHIA
WFIL
Win Friends Influence Listeners
SELL THROUGH WFIL

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 20 TO SEPTEMBER 26 INCLUSIVE

Decisions . . .

SEPTEMBER 20

MISCELLANEOUS—**NEW, Midstate Radio Corp., Utica, N. Y.,** granted petition amend application specify regional change power; **NEW, Frequency Broadcasting Corp., Brooklyn,** granted continuance to 11-6-41; **NEW, Greater Houston Broadcasting Co. Inc., Houston,** granted petition modification of order to take depositions re applications Scripps-Howard Radio Inc., Texas Star Broadcasting Co. and Greater Houston Broadcasting Co. Inc., applicants for new station in Houston; **KMPC, Beverly Hills, Cal.,** granted petition intervene application Park Cities Broadcasting Co.; **NEW, Barclay Craighead, Butte, Mont.,** granted motion take depositions continue consolidated hearing with applic. Hennessy Broadcasting Co., Butte, to 11-4-41; **WEEU, Reading, Pa.,** granted continuance to 12-3-41; **WWSW, Pittsburgh,** granted leave to amend application specify 5 kw evening hours directional; **WCAM, Camden, N. J., WCAP, Asbury Park, N. J.,** granted petition continue hearing 10-20-41; **NEW, George Grant Brooks,** granted petition dismiss application CP new station; **KFEQ, St. Joseph, Mo.,** granted motion continue KWK applic. to 11-10-41.

SEPTEMBER 23

NEW, Commercial Radio & Equipment Co., Kansas City, Mo. — Granted CP new FM station 44.9 mc 4,400 sq. mi.

MISCELLANEOUS — **KRKO, Everett, Wash.,** granted special service authorization operate unl. using hours vacated by KEVR to 12-1-41; **WAWZ, Zarephath, N. J.,** granted CP subject to performance proofs new transmitter, increase 5 kw D directional D & N; **KRNR, Roseburg, Ore.,** granted CP increase 250 w N.

DESIGNATED FOR HEARING — **NEW, Yankee Broadcasting Co. Inc., New York,** CP new station 620 kc 1 kw unl. directional; **NEW, Newark Broadcasting Corp., Newark, N. J.,** CP new station 620 kc 5 kw unl. (consolidated with preceding applic.); **WSOY, Decatur, Ill.,** applic. amend CP change 1560 kc 5 kw unl. directional N, move transmitter; CONSOLIDATED HEARING: **NEW, Nashville Broadcasting Co., Nashville; NEW, Dimple Broadcasting Co., Columbia, Tenn.; NEW, Tennessee Radio Corp., Nashville; NEW, Imes-Weaver Broadcasting Co., Murphreesboro, Tenn.;** all seeking CP new station 1240 kc 250 w, facilities of WSIX; **NEW, Imes-Weaver Broadcasting Co., Columbia, Tenn.,** CP new station 1340 kc 250 w.

PLACED IN PENDING FILE UNDER ORDER 79—**WOKO, Albany, N. Y.,** CP new studio-transmitter station; **NEW, The Concord Tribune, Concord, N. C.,** CP new standard station; **NEW, Birney Imes, Tupelo, Miss.,** same.

SEPTEMBER 26

MISCELLANEOUS — **WOWO, Fort Wayne,** granted continuance hearing CP 1190 kc to 1-5-42; **NEW, Ralph L. Lewis, Greensboro, N. C.,** granted continuance hearing to 11-13-41, also **High Point Broadcasting Co., High Point, N. C.; KFNF, Shenandoah, Ia.,** granted postponement hearing on renewal for 30 days from 10-2-41; **NEW, Nashville Radio Corp., Nashville,** granted leave amend application to 1450 kc 250 w; **NEW, Kaw Valley Broadcasting Co., Topeka,** granted dismissal without prejudice application CP 1500 kc 250 w unl.; **WJLB, Detroit,** granted intervene on hearing for WSAM, Saginaw, to modify license; **WAPI, Birmingham,** granted continuance hearing for 50 kw etc. for 30 days from 10-9-41.

Applications . . .

SEPTEMBER 20

NEW, WKAL Inc., Kalamazoo, Mich.—Amend application CP new station 1230 kc 250 w unl., requesting facilities WGRB.

NEW, Susquehanna Broadcasting Co., York, Pa.—CP new station 900 kc 1 kw D.

NEW, Tar Heel Broadcasting System Inc., Washington, N. C.—CP new station 930 kc 1 kw D.

NEW, Albert S. and Robert A. Drohlich, Jefferson City, Mo.—CP new station 800 kc 1 kw D.

SEPTEMBER 23

WHCU, Ithaca, N. Y.—CP new transmitter, directional, change 640 kc increase 5 kw unl.

WJLS, Beckley, W. Va.—CP new transmitter, directional N, change 640 kc increase 1 kw ltd. Los Angeles amended to request facilities WHKC contingent on move.

KLRA, Little Rock, Ark.—Modification CP for increase 5 kw N 10 kw D change proposed transmitter.

KDB, Santa Barbara, Cal. — Authority transfer control from executors estate of Don Lee to Don Lee Broadcasting System.

SEPTEMBER 25

NEW, John & Marcia Arrington, Roanoke, Va.—CP new station 1240 kc 250 w unl.

WWSW, Pittsburgh—Amend applic. CP to increase 5 kw with directional changes.

WFNC, Fayettesville, N. C.—Modification license change 1450 kc increase unl.

Tentative Calendar . . .

NEW, High Point Broadcasting Co., High Point, N. C., CP new station 1370 kc 100 w unl.; **NEW, Ralph L. Lewis Greensboro, N. C.,** CP 1370 kc 100 w unl. (consolidated hearing, Oct. 1).

KFNF, Shenandoah, Ia., license renewal (Oct. 2).

NBC Video Promotions

ARTHUR HUNGERFORD has been appointed business manager of NBC's television department and Warren Wade has been named program director, in a realignment of duties following the resignation of Thomas H. Hutchinson as television production chief of NBC. Under the new set-up, Mr. Wade will have charge of creating and producing programs, while all details involving expenditures for labor, talent and material fall under the jurisdiction of Mr. Hungerford. Alfred H. Morton, vice-president in charge of television, is taking an active part in directing the program policy.

GROVE LABS., St. Louis (Bromo-Quinine), has decided upon the title, *Reveille Roundup* for the new quarter-hour early morning program Monday through Friday on 65 NBC-Blue stations starting Oct. 6. Agency is Russel M. Seeds Co., Chicago.

Clear Channel Service Is Explained in Booklet

A PROMOTION piece "Meet Mr. Big" has been published by Clear Channel Broadcasting Service, Washington, of which Victor Sholis is director. It is believed to be the first such project devoted solely to an explanation of clear channel broadcasting.

Cover illustration shows a lad with ear cocked to loudspeaker. Actually it was taken within an hour after the lad had heard radio for the first time. In seven pages the booklet tells the story "of how 25 radio stations in the country do the big job of serving Rural America at night." On the last page is imprinted call letters of the particular station distributing the booklets.

Treasury Discs

DESIGNED to promote the sale of Defense Bonds and Stamps, the Treasury Department last week released a series of 30 one-minute transcribed announcements dramatizing great moments of history for use during October. Copy ties in with activities of the Army, Navy and Marine Corps. Treasury also has released dramatized versions of Irving Berlin's "Arms for the Love of America" and "The Ballad of the Leatherneck Corps". The discs were written and produced by Bill Freeman and Curt Peterson, of Marschalk & Pratt, with Charles J. Gilchrest supervising production for the Treasury.

AMERICAN TELEVISION SOCIETY will hold its first fall meeting on Thursday, Oct. 2, with Norman D. Waters, advertising agency president and producer of the Bloomingdale-A&S *Fashion Discovery* series on WNBT, and Myron Zobel, president of Telecast Productions, as speakers. Meeting will be held in the General Motors Bldg., New York.

ATLANTIC TELEVISES FOOTBALL

Night Game Included in Commercial Schedule

Running Through Entire Season

N. W. AYER & SON, Philadelphia, and Atlantic Refining Co. are handling the first commercial television football schedule, starting with a night version of the Temple-Kansas game Sept. 26. The opener also marked the first televised night grid game, either sustaining or commercial, according to Ayer.

The entire Temple home schedule along with Penn and the Eagles-Bears pro game Nov. 30 will be televised by Atlantic on WPTZ, Philco video station. Last year Atlantic televised football experimentally, adhering to FCC rules than in force. This season, the bars are down and the entire television coverage, including announcers, will be independent of the conventional broadcasts.

Announcers have been trained to handle the new technique as well as commentaries and commercials. Dramatized commercials are being used, spaced not to interfere with actual play. New techniques will be used for commercials and the Ayer agency has been conducting research into various methods.

In televising the night game Sept. 26, five cameras were used —two on the 45-yard line, two showing special score boards which summarized play and the fifth at the studios for pre-game lineups and commercials. A special antenna was used to carry signals from the relay station atop the stadium, W3XP, to a receiver at the Philco plant some distance away.

Last year Ayer and Atlantic accompanied the television picture-story with the running story by the regular announcer handling the conventional broadcast. No pictures of field or crowd could be shown in which Atlantic promotion might be picked up.

FIRST WOMAN IN BOSTON ... be accepted in the Massachuse... Women's Civilian Defense Cor... motor and ambulance division w... Evelyn B. Tolin, of WEEI, Bost... She will undertake her new du... in addition to her work at WE...

CBS SETS RECORD IN STATION MOV...

A. B. CHAMBERLAIN, CBS ch... engineer, and a crew of 45 l... week set a new record in stati... moving, it is believed, when th... transferred WCBX, CBS intern... tional station, from Wayne Coun... N. J., to Brentwood, Long Islan... a distance of 96 miles, in less th... 24 hours.

Beginning at 10:45 p.m. on Mo... day, when WCBX signed off, t... men dismantled the transmitt... equipment and packed it abo... trucks, while the five-ton transm... ter itself was lowered one story ... its truck.

At 5 a.m. the trucks were rolli... through a dense fog, which did... help things any, but by 3:30 Tue... day afternoon they had brou... the equipment through the fog a... through the equally hazardous N... York City traffic to Brentwood a... had every piece of apparatus ... place. At 8 that evening the tra... mitter was hooked up for testi... and by 10 p.m. it was pronoun... ready for operation. The regul... schedule was resumed at 8 a... Wednesday.

At Brentwood, the 10,000-w... transmitter utilizes four dir... tional antennas, three directed ... Latin America and one tow... Europe, with two more anten... expected to be ready for serv... within a few weeks. Meanwhile t... new WABC transmitter on Lit... Pea Island in Long Island Sound ... scheduled to make its debut Oct. ...

Seek Roanoke Local

THE husband-and-wife team ... John and Marcia Arrington, w... obtained a construction perm... from the FCC last spring for a n... local in Covington, Va., WJM... have applied for a 250-watt fulltim... station on 1240 kc. in Roano... which now has a regional WD... (5,000 watts on 960 kc.) and a l... WSLS (250 watts on 1440 k... the latter part owned by the op... ators of WDBJ. The Arrington... formerly operated WCHV, Ch... lottesville, Va.

Network Accounts

All time EST unless otherwise indicated.

New Business

USTIN BOOT & SHOE Co., Fort Worth, on Sept. 28 started *I Give You Texas & the Great Southwest* on 4 Lone Star stations (KGKO KGNC KXYZ KTSA), Sundays. Agency: Evans & LeMay, Fort Worth.

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Oct. 10 resumes *Gang Busters* on 63 NBC-Blue stations Fri. 9-9:30 p.m. EST and on 3 or 4 CBS stations via transcription with stations and times still to be decided. Agency: Warwick & Legler, N. Y.

D. L. CLARK Co., Pittsburgh (Clark candy bars), on Oct. 2 begins *Service With a Smile*, on 51 NBC-Blue stations, Thurs. 8-8:30 p.m. EST, on Oct. 9 shifting to 8:30-9 p.m. Agency: Albert P. Hill Co., Pittsburgh.

HARROW'S Inc., Los Angeles (Marvo-Oil shampoo), on Sept. 28 resumes for 13 weeks *Hollywood Whispers*, on 30 MBS stations, Sun., 1:15-1:30 p.m. and 2:15-2:30 p.m. (EST), with West Coast repeat 1:45-2 p.m. (PST). Agency: Hays MacFarland & Co., Chicago.

Renewal Accounts

AMERICAN CHICLE Co., Long Island, N. Y., on Sept. 30 renews for 13 weeks *By the Way*, with Bill Henry, on 6 CBS Pacific Coast stations, Tues., Fri., 9:30-9:45 p.m. (PST). Agency: Badger, Browning & Hersey, N. Y.

GENERAL FOODS CORP., New York (La France, Satina, Minute Tapioca, Postum), on Sept. 23 renewed for 52 weeks *Joyce Jordan, Girl Interne* on 75 CBS stations, Mon. thru Fri. 2:15-2:30 p.m., rebroadcast 6-6:15 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Calumet Baking Powder, Swansdown Cake Flour, Diamond Crystal Salt) renews *Kate Smith Speaks* on 98 CBS stations Monday through Friday 12-12:15 p.m. Agencies: Benton & Bowles, N. Y. (salt); Young & Rubicam, N. Y. (Calumet, Swansdown).

PET MILK SALES Corp., St. Louis (Pet and Irridated milk), on Sept. 23 renewed for 52 weeks *Saturday Night Serenade* on 55 CBS stations, Sat. 9:45-10:15 p.m. and *Mary Lee Taylor* on 64 CBS stations, Tues. and Thurs. 11-11:15 a.m., rebroadcast 1:45-2 p.m. Agency: Gardner Adv. Co., St. Louis.

Duo from Harlem

FOR THE FIRST TIME in over 13 years of depicting the characters Amos 'n' Andy and their friends in a mythical Harlem, Freeman (Amos) Gosden and Charles (Andy) Correll will actually originate a program from there. Since it might be impossible for them to rush back to CBS studios in New York for their 11 p.m. broadcast to the Coast after attending the Joe Louis-Lou Nova fight at the Polo Grounds, the N. Y. Giants Ball Club came to the rescue by offering a ticket storeroom for broadcast use. CBS engineers have installed sound proofing with the necessary engineering equipment and on Sept. 29 the broadcast for Campbell Soup will come from heart of Harlem, site of the Polo Grounds.

TEXAS Co., New York (Texaco) on Oct. 1 renews for the 1941-42 season *Texaco Star Theatre* with Fred Allen on 85 CBS stations Wed., 9-10 p.m. with West Coast repeat at midnight. Agency: Buchanan Co., N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 23 renewed for 52 weeks *Kate Hopkins* on 50 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Sept. 23 renewed for 52 weeks *Young Dr. Malone* on 79 CBS stations, Mon. thru Fri., 2-2:15 p.m. (rebroadcast 7:15-30 p.m.). Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Sept. 22 renewed *Bess Johnson* for 53 weeks on 63 NBC-Red stations, Mon. thru Fri., 10-10:15 a.m. Agency: Sherman & Marquette, Chicago.

Network Changes

GENERAL FOODS Corp., New York (Swansdown, Calumet, Bakers Chocolate), on Sept. 29 replaces *Home of the Brave* with *When a Girl Marries* on 55 NBC-Red stations, Mon. thru Fri., 5-5:15 p.m. Agencies: Young & Rubicam, N. Y., for Swansdown and Calumet; Benton & Bowles, N. Y., for Bakers Chocolate.

Knowlson Is Appointed Deputy Priorities Chief

J. S. KNOWLSON, president and chairman of the board of Stewart-Warner Corp. and since June, 1940, president of RMA, last Tuesday was named OPM deputy director of priorities and chief aide to Donald M. Nelson, Director of Priorities. Resigning as RMA president several days before his appointment was announced, he has been succeeded by Paul V. Galvin, president of Galvin Mfg. Co., Chicago, who on Sept. 18 was named acting president by the RMA executive committee.

Mr. Knowlson

Mr. Knowlson, one of the best known figures in the radio manufacturing field, succeeded Thomas B. McCabe with OPM. Mr. McCabe has been transferred to the staff of Lend-Lease Administrator Edward R. Stettinius Jr. A successor to Mr. Knowlson's RMA post is to be chosen formally by the RMA board of directors next month.

ROXY THEATRE, New York, from Sept. 22 to Oct. 3 is conducting a campaign of 5 to 6 40-word announcements to promote the picture, "A Yank in the RAF" on the following New York stations: WOV WMCA WHN WNEW WQXR WHOM WAAT WINS WWRL WEVD. Agency is Kayton-Spiero, New York.

DR. CORLEY'S PRODUCTS, San Francisco (health foods), on Sept. 30 adds commentary on 8 Don Lee-Mutual stations in California, making two weekly, Tues. 11-11:15 a.m. (PST). Agency: Rufus Rhoades & Co., San Francisco.

E. R. SQUIBB & SONS, New York, on Sept. 29 shifts *Golden Treasury of Song*, on 35 CBS stations, Mon. thru Fri. 3:15-3:30 p.m. to Mon., Wed., Fri., 6:30-6:45 p.m. Agency: Geyer, Cornell & Newell, N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Oct. 5 shifts *Dear John*, featuring Irene Rich, from a split NBC-Red and Blue network to 52 Blue stations, Sun., 9:30-9:45 p.m. (EST), with West Coast repeat transcribed, 9-9:15 p.m. (PST). Agency: H. W. Kastor & Sons, Chicago.

MENNEN Co., Newark (shaving products), on Sept. 28 added 8 stations to *Capt. Flagg & Sgt. Quirt*, making a total of 84 NBC-Blue stations, Sun., 7:30-8 p.m. Agency: Russel M. Seeds Co., N. Y.

AMERICAN TELEPHONE & Telegraph Co., New York (Bell system), starting Sept. 29 will rebroadcast *The Telephone Hour*, on 83 NBC-Red stations, Mon. 8-8:30 p.m., on 12 NBC-Red Pacific stations, 12-12:30 p.m. Agency: N. W. Ayer & Son, N. Y.

MARS Inc., Chicago (candy bars), on Oct. 13 shifts origination of *Dr. I. Q.* on 89 NBC-Red stations, Mon., 9-9:30 p.m., from San Francisco to Birmingham, Ala., for a series of seven broadcasts. Agency: Grant Adv., Chicago.

MILES LABS., Elkhart (Alka-Seltzer and One-A-Day vitamins), on Sept. 29 adds a rebroadcast of *News of the World* via transcription to 7 NBC Pacific Blue stations at 8:30-8:45. Original broadcast is heard Mon. thru Fri., 7:15-7:30 p.m. on 29 NBC-Red stations, making a total of 36 NBC-Red stations. Agency: Wade Adv. Agency, Chicago.

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Columbia's Station for the SOUTHWEST
KFH
WICHITA KANSAS
Call Any Edward Petry Office

CENTER OF NIGHT LIFE in St. Louis
JEFFERSON HOTEL
The Club Continental offers famous bands and brilliant floor shows. Theaters, shops and offices are all close to the New Hotel Jefferson. ☆

800 MODERN ROOMS FROM $3.00
New Hotel Jefferson
THE ARISTOCRAT OF ST. LOUIS

Bristol-Myers Adds Mexico City News, Expanding Its Extensive Latin Schedule

BRISTOL-MYERS Co., New York (Sal Hepatica, Mum, Vitalis, Ipana, Ingram shaving cream), one of the most extensive users of Latin American radio among American firms, recently added four quarter-hour AP newscasts in Spanish seven days a week, on XEW, Mexico City, making a total of 48 such programs sponsored by the company in 29 cities in 17 of 20 Latin American countries. In addition B-M is sponsoring musical and other programs on 36 stations in four of the countries. Programs are transmitted on long, medium and short waves.

After testing a newscast in Spanish three years ago on WKAQ, San Juan, Puerto Rico, B-M saw the possibilities of this type of program to sell its products. "After that one test", says J. J. Clarey, foreign advertising manager of the company, "we were convinced that radio could sell our products in the Latin American market. We chose news programs because we found them to be universally acceptable and most appealing to a maximum audience in each country." Since that time B-M has been adding stations all along the line until the present totals have been reached [see article by Mr. Clarey on page 30].

All But Five

All Latin American countries except Nicaragua, Uruguay, Paraguay, Argentina and Colombia carry B-M news programs. Of the 83 stations airing all types of B-M programs on the long, medium and short wave, two stations have them in Portuguese, one in English, with the remainder using Spanish.

B-M relies only on American news services for its source of news. Three methods are used to supply stations with AP, UP, INS or Transradio Press news:

1. Specially prepared by local offices in South America of the American news services. UP, through its local offices prepares specially packaged 15-minute news programs for PRE8, Rio de Janeiro; PRB9, San Paulo, Brazil; HC2AJ, Guayaquil, Ecuador, and OAX4A, Lima, Peru. AP does the same for XEW and XEWW, Mexico City.

2. Rebroadcast of shortwaved news prepared by the news department of WLWO, Crosley shortwave station in Cincinnati. These shortwave broadcasts are picked up by YSDN, San Salvador; HRN, Tegucigalpa, Honduras, and TGW, TGWB, TGWC, Guatemala City and rebroadcast on the three wavelengths.

3. Purchase of news through local radio stations which have access to American news services. This method is used in the greatest number of cities.

Most of the programs are quarter-hour summaries, except in Cuba where there are daily five-minute spots.

Using a program of Spanish music as far back as 1927, when it sponsored the *Ipana Troubadors* on a station in Cuba, B-M is now sponsoring such programs on 36 stations in Argentina, Colombia, Cuba and Mexico. In Argentina, *Musical Quiz*, a Spanish programs following the quiz pattern, broadcast on a seven-station hookup of the El Mundo network, has drawn responses from as many as 20,000 contestants for a single program, Mr. Clarey stated.

Other Campaigns

In Colombia 14 stations are airing live and transcribed musical programs for B-M as are 10 stations in Cuba. In Mexico City, the company has two 15-minute musical programs daily, featuring classical and semi-classical music on XELA and an amateur hour which has been on XEW for the last six years and is one of Mexico's most popular programs, according to Mr. Clarey, and broadcasts of prize fights every Saturday night and a dramatic hour every Wednesday night on XEB.

WKAQ, San Juan, which was the testing ground for Latin American programs by B-M, now airs three Spanish news programs weekly and a six-time weekly sports program, as well as a Monday-through-Saturday newscast in English, intended for American soldiers and English-speaking residents stationed in Puerto Rico.

Transcriptions Too

At one time Bristol-Myers used live and transcribed spots extensively in Latin America, but has replaced announcements with these other types of programs in the last few years though the company still places them on a few small stations in Brazil.

All Latin American business for Bristol-Myers is placed by Boclaro Adv. Agency, New York.

Bekins Coast Hookup

BEKINS VAN & STORAGE Co., Los Angeles, which stores and retails furniture through 33 warehouses in California, Washington and Oregon, and a heavy consistent user of spot radio for many years, on Sept. 29 starts a twice-weekly news commentary program, *By the Way*, with Bill Henry, on 4 CBS California stations (KNX KARM KSFO KROY), Monday, Wednesday, 5:30-5:45 p.m. (PST). This is the firm's first purchase of network time. Contract is for 52 weeks, with placement through Brooks Adv. Agency, Los Angeles. Firm will also continue to use spot announcements on KNX KSFO KFSD KMPC KOIL KLZ. American Chicle Co., Long Island, N. Y., through Badger, Browning & Hersey, New York, sponsors Bill Henry on 7 CBS West Coast stations, Tuesday, Friday, 9:30-9:45 p.m. (PST).

Shell Football in N. Y.

SHELL OIL Co., New York, starting Oct. 4 will sponsor all the home football games of Columbia U on WMCA, New York, with Rush Hughes of the regular staff giving the play-by-play and Jimmy Powers, sports editor of the *New York Daily News* furnishing the color. This is the first time Columbia has permitted its home games to be broadcast. In addition, company is sponsoring a football rally on the same station each Friday before a game, 8:30-9 p.m. Visiting coaches will be guests and the Columbia glee club will sing. Schedule includes: Oct. 4, Brown; Oct. 18, Georgia U; Nov. 1, Cornell; Nov. 15, Michigan; Nov. 22, Colgate. Agency is J. Walter Thompson Co., New York.

Plough to Use 150

PLOUGH Inc., Memphis (proprietary), is planning a campaign of transcribed dramatized one-minute and 15 and 20-second station break announcements to get under way in the next few weeks on more than 150 stations throughout the country. Lake - Spiro - Shurman, Memphis, handles the account.

Drawn for BROADCASTING by Sid Hix

"We Gave All the Aluminum for Defense!"

Blue Net Involve In Sponsor Battl

Luckies and Camels Compe For Time; B-S-H Protest

DISLIKES of advertisers to ha their programs neighbored by pr grams for competitive produc last week placed NBC-Blue in t middle of two disputes, neither which had been solved as the we ended. One occurred when, af arranging to put the *Penthou Party* series for Camel cigarett into the 9:30-10 p.m. Wednesd spot on the Blue, William Esty Co., agency for R. J. Reynolds T bacco Co., informed Blue executiv they would have to remove t *Kay Kyser Show* for Lucky Strik broadcast on the Red network fr 10 to 11 p. m. Wednesdays, fr the seven Blue stations which ha been carrying this program ha which are also on the Camel list.

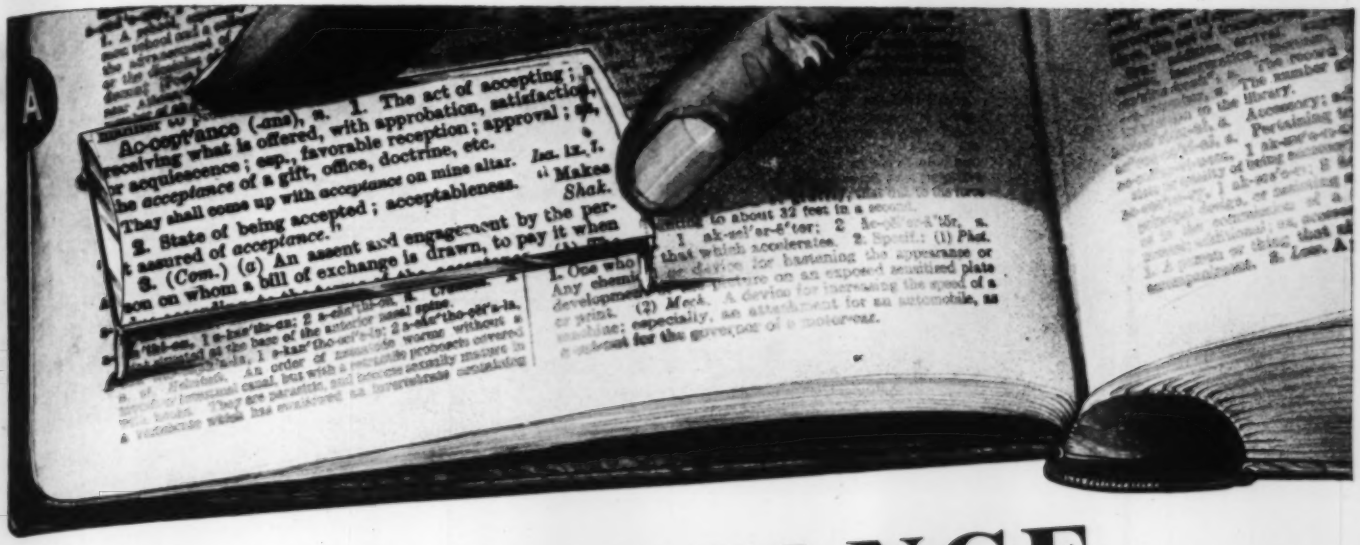
Agencies at Odds

In making its argument, Es cited to NBC its own rule agains successive broadcasts for compe tive products on the same station Lord & Thomas, however, leap into the fray for its client, Amer can Tobacco Co., sponsor of t Kyser programs, insisting that a users of this full-hour period f several years, they are entitled first consideration and that if a program is moved from the seve stations it should be *Penthou Party*. In six of the seven citi there are no Red outlets and in t seventh, the same station is avai able with either network.

Meanwhile, announcement th Dr. Miles Labs. had purchased t 6:30-6:45 p. m. spot, Monda Tuesday, Thursday, Friday, f broadcast *Lum & Abner* for Alk Seltzer brought a prompt prote from Blackett-Sample-Hummert o behalf of American Home Product sponsor of *Easy Aces* on the Bl at 7-7:15 p. m., Tuesday throu Thursday, for Anacin. NBC's stan that the intervening progra Lowell Thomas for Sun Oil, pr vided a sufficient break between t two proprietary programs, fai to mollify B-S-H and its client, w notified NBC that unless the Alk Seltzer show is moved they w withdraw from the Blue two da time serials, *John's Other Wife* an *Just Plain Bill*, at the expiratio of their contracts the end of D cember. Furthermore, the agen intimated it might also dr *Orphans of Divorce* and *Hone moon Hill*, which with the oth two serials fill the 3-4 p. m. ho on the Blue Monday through Fr day.

Fendrichs Test

H. FENDRICHS Inc., Evansvi Ind. (Charles Denby cigars), testing radio with one-minute sp announcements three times week on an undisclosed number of sm western stations. Russel M. See Co., Indianapolis, handles the a count.


Ac-cept'ance (-ans), n. 1. The act of accepting; receiving what is offered, with approbation, satisfaction, or acquiescence; esp., favorable reception; approval; as, the acceptance of a gift, office, doctrine, etc.
They shall come up with acceptance on mine altar. Isa. lx. 7.
2. State of being accepted; acceptableness. "Makes it assured of acceptance." Shak.
3. (Com.) (a) An assent and engagement by the person on whom a bill of exchange is drawn, to pay it when

ACCEPTANCE --- *is Clearly Defined!*

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport New Haven
WCSH Portland
WLLH Lowell Lawrence
WSAR Fall River
WLBZ Bangor
WFEA Manchester
WNBH New Bedford
WBRK Pittsfield
WNLC New London
WLNH Laconia
WRDO Augusta
WCOU Lewiston Auburn
WHAI Greenfield
WSYB Rutland
WELI New Haven

APPLYING the definition of "receiving what is offered with approbation" to The Yankee Network presents a correct and significant description of the most important reason for using these 19 key-market, hometown stations.

Acceptance of The Yankee Network has been built by consistent service to the communities day-by-day . . . year-by-year. As a result, each station is as much a part of the buying area it dominates as a pioneer citizen.

Add to this loyal listenership the complete coverage that's given, and it becomes obvious why more and more foresighted advertisers rate The Yankee Network's 19 stations as a "must" in selling prosperous New England by radio.

A letter or wire will bring you prompt information about this market . . . the network which covers it . . . and time available.

Memo to
NARRAGANSETT BREWING COMPANY
The renewal of your participation in the six o'clock edition of the Yankee Network News, through your agency Arthur Braitsch Advertising, has just arrived at my desk. Please accept my thanks for this contract which brings you into your fourth year in our News Service. We are proud of your acceptance of our Network.
John Shepard, III

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.